

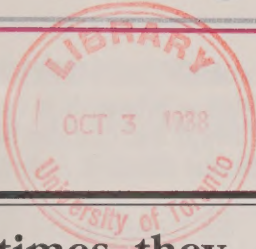
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Statistics Canada

Focus on the Future

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Focus for the Future



YOUTH ISSUE
SEPTEMBER 1988

The times, they are a changing

How often do "grown-ups" utter the words: "Things certainly have changed!" (an exclamation which ordinarily includes a slow-motion head-shake and accompanying "tsk tsk")?

Clothing, hairstyle and choice of music frequently trigger such comments on the "changing times", even though the "real" changes which directly affect the futures of today's youth take place in adult society.

Increased emphasis on the value of education, for instance, has greatly affected young people in the 1980s. Census data reveals that in 1961, over 27 per cent of youths between the ages of 15 and 24 had less than grade 9 as their highest level of education, while in 1986, only 5 per cent of that age group were in the same situation.

Accordingly, there has been a marked increase in youths obtaining an education beyond the secondary level with four times as many students attending university full time now than in 1963.

How else have things changed for kids today, and what do they have to look forward to?

Labour Force Activity:

Today's dollar buys what 24 cents bought in 1963. It could be this enormous rise in the basic cost of living which has caused a greater percentage of youths (many of them students) to join the labour force: in 1961 only 49.2 per cent of youths (15-24 years of age) participated in the labour force, while the participation rate in 1986 was 68.6 per cent.

Marriage:

Kids can expect to spend more time in the singles' life than did their parents. The average age of people entering a first marriage is increasing. It went from 22.9 years in 1961 to 24.3 in 1984 for females, and from 25.8 in 1961 to 26.5 in



1984 for males. Twenty-one per cent of youths were married in 1961, as compared to 16 per cent in 1986.

Family Size:

If the pattern continues, today's kids can expect to have smaller families if they have children of their own. The average family size has dropped from 3.9 in 1961 to 3.1 in 1986.

Life Expectancy:

Youths in the 1980s are living in an age where people are in better physical shape than they have been for years! People are getting more exercise, they have healthier diets and there are less smokers (Health and Welfare Canada figures show

that about 55 per cent of the population over 15 years of age were smokers in 1965, while only 30 per cent of that population were smokers in 1985).

These factors could be contributing to a life expectancy that now averages five years longer than a quarter-century ago. In 1961, the life expectancy was 74.26 for females and 68.44 for males, while in 1986 it had increased to 79.78 for females and 73 for males.

Things certainly have changed!

Do You Know Where Your Children Are?

Canada's Youth — one of the Focus on Canada Series looks at the characteristics of young people across the country. It will examine some of the major issues affecting youth in the 1990s — their work activity, education, income and housing.

The Focus on Canada Series brings you highlights from the 1986 Census in 16 studies on different aspects of Canadian society. These studies are easy to read with much of the information presented in the form of attractive charts and

graphs. The series will satisfy your day-to-day reference needs. Each publication is in a bilingual format and costs \$10. Order *Canada's Youth* — or the full set — a comprehensive reference tool for home, school or office. *Canada's Youth* is slated for release in early 1989.

From Baby-boom to Baby-Sitter Bust

It's Saturday night in Yuppieville. After a hard week pursuing fulfilling careers, John Label and his wife, Caroline Designer-Label have pencilled each other into their Daytimers for a relaxing evening of dinner at the local Creole-Sushi Bistro — followed by a movie at the local rep-theatre. (Maybe the Big Chill is playing, again.)

But the Designer-Labels have learned that even the trendiest plans can go awry — because once again, they cannot get a teen-aged baby-sitter for the kids.

Ask any working couple facing the prospect of another Saturday night in front of the VCR with a pizza and some spritzers if baby-sitting — the cottage industry of choice for suburban girls — has fallen on hard times.

According to the 1986 Census, the Designer-Label's generation had already created a huge demand for baby-sitting services — there were over five million children under the age of 14 in Canada. But across the country, there was a 15.1 per cent drop in the prime baby-sitter age group (14-18) between 1981 and 1986.

And the traditional perks of the industry — a bowl of chips, a case of Coke and free access to cable television and local telephone lines — has failed to attract potential employees.

Among young people aged 15 to 24 years, 70.7 per cent of males and 64.8

per cent of females are in the labour force in some capacity. In Ontario, according to the Radwanski report on education released in February, 45 per cent of high school students hold down part-time jobs of up to 30 hours a week. In some local markets, employers estimate the number may reach as high as 60 per cent. After school work, and the dinner shift at Hamburger Heaven, it doesn't leave teens with a lot of available time to moonlight as sitters.

Is there any short-term relief from video zombie nights for the Designer-Labels? Not really. The first wave of the baby-boom's babies will be 11 years old this year — too young to hold the fort.

But the Census does indicate that there are more seniors than ever before. Maybe, like the fast food operations that are trying to attract retirees to work behind their counters, yuppie parents should be looking to a newer — and rapidly growing — source of help.

Latch-key Kids Return

With the rattle and roar of his skateboard still filling the air, ten-year-old Joey comes to an expert stop at the foot of his parents' driveway. In seconds, he's across the lawn and up the front porch steps. Balancing skateboard and schoolbooks on one knee, he removes the housekey from his running shoe, grabs the daily paper, stuffs the mail under one arm — and steps inside.

His parents aren't home yet, but it doesn't bother him. He just clicks on the television for company until it's time to set the table and put the family dinner into the microwave.

Like the coined "latch-key children" in the 1940s — where their fathers were off at war and mothers had taken jobs, the children were named for the house keys worn around their necks — Joey represents the new breed of latch-key kids of the 1980s. The 1940's children were regarded as temporary victims of the war years and it was expected that they would eventually return to a "normal" lifestyle when the war was over.

What was thought to be a family aberration of the war has become a "normal" state of affairs for many families in the 1980s. The 1986 Census reveals that there are about 1.8 million children between the ages of 6 and 14 that live in a family where both parents or a lone-parent works. These potential "latch-key kids" could often spend time alone or with other siblings in the same age group before and after school each day.

Consumer product companies certainly are looking to the "latch key children" as a new and important market. Advertisers refer to the "power" of these kids. Because "latch-key children" watch a lot of television and usually have more household responsibilities and chores than other children, they have become very important to advertisers. Many of these children make dinner for themselves or for the family.

In many cases, these kids have become household "brand managers", maintaining a strong and persuasive influence over which product brands the family buys. One U.S. company recently aimed a campaign at these children with the theme line: "Hi-C, Hi-C, when it's up to me."

That major companies are now aiming at this young crowd represents a shift in target marketing as well as a reflection of the changing lifestyle/role of the child in the household.

What were you doing at midnight? —Time Use in Canada

Have you ever had occasion to ask this question of your 15-year old? And as a response, did you receive a nonchalant, "Nothing much."?

If you find that your teens are a little miserly with their explanations about their activities, Statistics Canada's General Social Survey can provide some insights. This survey, conducted in late 1986, will provide the first ever national data on how Canadians spend their time. Canadians, aged 15 and over, were asked to recall in as much detail as possible what they did in the past 24 hours. Not only will the survey provide information on how Canadians spend their time, but will also provide detail on what they do, when, where and with whom.

Extensive information will be available on a wide range of activities; paid work, housework, volunteer work, travel, exercise and entertainment to name a few. Social and economic researchers alike will be interested in these diverse data.

The first estimates from the 1986 General Social Survey will be released this Fall. For more information, contact Ghislaine Villeneuve, manager, General Social Survey Project, at (613) 951-4995.



KID LIFE — It's a Different World if you Buy the Television Myth!

Television has come a long way from *Leave it to Beaver* in the way it portrays the modern family. The image of June Cleaver dishing out warm cookies and sage advice to Wally and the Beave in the kitchen after school has faded from memory — as well as from our experience.

According to the 1986 Census, 62.1 per cent of June Cleaver's Canadian counterparts — married with spouse present and all children over six years of age — were active participants in the labour force. If Ward yelled, "Honey, I'm home" in 1986, it might be the nanny who answered, "In here, dear."

In 1986, the *Cosby* kids and their Keaton counterparts live the good life — two parents, two professional salaries, lots of cash for trendy clothes and attractive guest stars. Contrast the

prime time vision to real life. Twenty-one per cent of Canadian children under six lived in low income families, up from 19 per cent since the Huxtables first came on the air. For children between the ages of 6 and 14, 1 per cent more slipped into low income, rising to 19 per cent in 1985 from 18 per cent five years earlier.

Big families may be the rage on the tube, but the typical Canadian family is much, much smaller. In 1961, the average Canadian family size was 3.9 people and the average television family (if you count the Ricardos, Rob and Laura Petrie, My Three Sons and Andy of Mayberry) was 3.2 persons.

Twenty five years later, the Canadian family has shrunk to 3.1 persons while on television — with an average of six wise-cracking members — the family is experiencing real *Growing Pains*.

Why We Ask About Age

Every Canadian who filled out a Census questionnaire was asked "When were you born?"

By recording the age of Canadians, researchers in government and private industry can create a crystal ball to see the future for our population and estimate its needs. Looking at the country by age group can help forecast the need for health care and housing needs for the growing numbers of seniors as well as the demand for day care centres and primary school spaces by the children of the baby-boom generation.

When details on age are combined with other Census information — such as labour force and income — industries can plan for changes in the work force, and for developing new products and services.

Focus For The Future is produced by the Census Marketing Project at Statistics Canada. Reprinting is welcome. Address your comments and suggestions to the editor:

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The Family in Quebec — rapid change

Startling trends over the last few years point to a decline in traditional family structure in Quebec.

- In "la belle province" in 1985, 28 per cent of couples lived in a common-law union while for Canada as a whole, just 23 per cent of couples were not married.
- According to the 1986 Census, 21 per cent of Quebec's families with children (under the age of 25) were lone-parent families.

And in Quebec, the proportion of mothers who have young children — as well as the proportion of women of childbearing age — who work outside the home has continually increased.

- Between 1981 and 1986, the number of women between the ages of 20 and 24 who worked outside the home rose from 70 to 75 per cent.
- For the same period, the number of women between the ages of 25 and 34 who worked outside the home rose from 62 to 68 per cent.

Divorce has also been a factor in changing the composition of the Quebec family. The divorce rate has increased from 6 per cent in 1969 to 48 per cent in 1982. Since 1968, more than a million québécois have gone through a divorce or legal separation.

The fertility rate for Quebec (the ratio of live births to the number of women of childbearing age) has declined from

3.9 children in 1956 to 1.38 in 1986. This is the second lowest fertility rate in the Western Hemisphere — second only to West Germany. All of these factors help to explain the declining birth rate in Quebec.

In an attempt to stabilize Quebec's declining birth rate, the provincial government instituted — in its May 1988 budget — a policy to encourage the regeneration of Quebec's population. A couple now receives a true "baby bonus" — \$500 for the first child, \$500 for the second, and \$3000 for the third.

It's too early to tell if the incentive program is working. But the Quebec government hopes that the policy will help to turn around the image of the Quebec family, likening it to the peregrine falcon — a beast on the verge of extinction that made an amazing come-back.

Who's raising the kids?

Used to be you could pretty much count on one mother and one father — a married couple — heading up a family with kids. Today, many of Canada's children live in a non-traditional family.

The 1986 Census shows that the average number of kids varies according to family structure, but not as much as you might think. The average for married couples with children is 2.0 per family while common-law couples with children meter an average of 1.7 children and lone-parent families follow with an average of 1.6 children.

Coming to Terms

A FED is a federal electoral district. It's a geographic area which is entitled to send a member to the House of Commons. In Canada, federal electoral districts are determined based on population, and the census population figures are the authority used to determine FEDs in Canada.

As established by the 1987 Representation Order, the number of federal electoral districts has increased. For the last few years we've seen 282 elected members of Parliament, but for the next election there will be 295.

Statistics Canada has responded to the new electoral boundaries and the need for information for the new ridings in the Profiles Series. Part 1 of the series provides basic demographic housing and family characteristics collected from all households. Part 2, data collected from a 20% sample of households, presents social, cultural, labour and 1985 income data along with additional information on housing and families.

Profiles: Federal Electoral Districts-1987 Representation Order: Part 1 (catalogue 94-133, \$38 in Canada, \$40 elsewhere) and *Part 2* (catalogue 94-134, \$58 in Canada, \$68 elsewhere) are available now, from any Statistics Canada office. Be sure to ask for the 1987 Representation Order if you want profiles of the 295 new Federal Electoral Districts.

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CAREERS AND PROFESSIONS
MARCH 1989

Entertaining The Business Traveller – With Census Facts

What are Canadian business travellers doing while they're waiting for their flights in Toronto, Montreal, Calgary and Ottawa? Over-one quarter million have tried their hand at the Statistics Canada Airport Computer Quiz – and got the latest information on their neighbourhoods, their sales territories and their customers.

Statistics Canada, in cooperation with Bull HN Information Systems Ltd., introduced interactive computer displays in 1986 to promote awareness of the then upcoming Census. Once the Census results were released, the computers were programmed to engage users in an interesting Census quiz – providing a profile of any Canadian community on request.

What started out as an interesting way to pass the time during flight delays has turned into a useful business tool for many of those who try the Census quiz. Over one month last summer, of the 6,000 people who tried the quiz, 27% requested more information on Census products and services. Demand for more information continues to be high at Regional Reference Centres.

Statistics Canada plans to update the Census quiz early this year using data on income, housing, labour force, language and ethnicity, and follow-up with a new range of promotional material. Watch for our Kiosks when you're travelling across Canada.

Now Serving . . . Small Business

According to the 1986 Census, the labour force in the Community, Business and Personal Service industries grew more than double the rate of the total labour force between 1981 and 1986. Nearly one-third of the labour force was in this industry division in 1986.



Community, Business and Personal Service industries are a diverse lot. They can include accounting, legal, educational and health care services as well as beauty care and entertainment.

Nearly two of three Canadian workers were employed in one of the service-producing industries – including Community, Business and Personal Service industries – in 1986.

Statistics Canada can help small businesses offering personal, professional and other types of services to succeed from the start. The Census data base offers a variety of low-cost products for solving business information needs.

Census Profile Publications help the small business operator identify clients and customers in their local area.

The **Small Business Data Base** also provides data in three to four page summaries that answer questions on various service industries in Canada. These are excellent low-cost materials to draw up and evaluate a sound business plan.

For more information on these and other services available to the small business operator, contact your local Statistics Canada Regional Reference Centre.

Solving The Problem of A Scarcity of Workers

A smaller generation of students has now replaced the Baby Boomers in the nation's high schools and universities. But the shrinking student work force will have a significant impact on the retail and service industries that have traditionally used students to fill positions.

In the five years between 1981 and 1986, the number of secondary school age children (aged 14 to 18) decreased 15.1%, while youth aged 18 to 24 decreased 8.3%.

Companies suffering the most from this shortage are convenience stores, fast-food chains and others with wage scales near the minimum wage. Since many of these companies are known for their quick service, their reputations are at stake if they are short-staffed. Many owners are forced into working long hours at lower-level jobs while still maintaining their managerial duties.

To solve this problem, some companies are now trying to recruit retired adults to fill these positions. Census numbers seem to indicate that this strategy is a good one.

Between 1981 and 1986, the number of people aged 65 and over increased 14.3% while people aged 75 and over increased 18.6%. Over the next 50 years, the number of Canadians over age 64 is expected to double. This growing segment of potential workers could more than make up for the declining numbers of young people if companies can convince seniors that returning to work can be fun.

More Space

In 1961, Canadian homes had an average of 5.3 rooms, and a household of 3.9 members. In some families, not only were kids routinely asked to double-up in bedrooms, but in beds as well. This 1960s form of family togetherness took its toll on a generation whose sleep suffered from the small, hard fists of younger siblings and the rock and roll lullabies of older roommates.

Tired of asserting territorial rights in their youth, many grew up dreaming of a space of their own. The 1986 Census indicated that the average dwelling had expanded to 5.8 rooms, while the size of household had shrunk to 2.8 people.

As adults at least, they can offer their own children a space of their own.

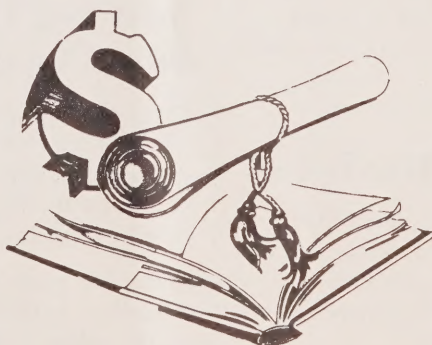
Is A University Degree Worth the Investment?

Obtaining a university degree in Canada comes with a big price tag. Tuition fees have been rising at a rate greater than the rate of inflation – except in Quebec, where fees have remained fairly constant for the past decade. Added to the cost of tuition, many students have to pay between \$2,500 and \$4,300 extra costs for room and board.

Many part-time jobs – traditionally available to students – do not pay enough to keep the average scholar solvent. The number of young people aged 16 to 24 earning less than \$5.25 per hour increased 16.0% between 1981 and 1986, while in the same age group the number of people earning \$6.76 per hour or more declined.

Is the pain worth the gain?

It appears that after graduation, long-term salary prospects look brighter. According to a 1984 study prepared by Statistics Canada and the Secretary of State on the graduating class of 1982, employment earnings steadily increased with full-time employment. Two years after graduating, university grads working full-time earned a median income of \$24,000 from employment. By 1987, a follow-up survey shows graduates out of school five years earned a median salary of \$32,000.



Child Care: An Important Concern For Today's Workers

The Canadian workforce has changed.

The 1986 Census results indicated that women haven't abandoned their traditional roles, they simply added work-for-pay to their resumes. Almost all (94%) of the employment growth that occurred between 1981 and 1986 was due to women entering or returning to the labour force – almost 56% of all women aged 15 and over were in the labour force.

The proportion of women with children at home who were in the labour force rose dramatically from 1981 (52.4%) to 1986 (60.6%). For divorced mothers in the labour force, an even greater proportion require some type of child care services; 68.5% of these working women have all their children aged 5 and under – too young to be in school full-days.

These results seem to indicate there is a large clientele for child care services. For the increasing number of women who need the money or want the career challenge, accessible child care services will be an important concern in the 1990s.

Working The Farm

A Census of Agriculture profile of women at work shows more than 220,000 women members of farm operator households participated in the labour force in 1986. This participation rate of 64% is notably higher than the rate of 56% reported for women in the general population.

Where do most of these women work? Farming heads up the list, with 37% of women reporting it as their main occupation. Clerical and related occupations are the career choice of 21%.

This pattern varies slightly in the eastern provinces. Clerical work is the main occupation of the majority of women living in farm households in Newfoundland, Nova Scotia and New Brunswick.

The Earnings Gap Narrows

According to the 1986 Census data, the ratio between the average employment incomes of women and men employed full-time, year-round rose from 63.8% to 65.5% between 1980 and 1985, continuing a trend toward the narrowing of the income gap. In 1985, average employment income of never-married women was 90% of never-married men.

After adjustment for inflation, the average employment income of all persons aged 15 and over dropped by 3% from \$19,311 in 1980 to \$18,733 in 1985. The Census data also revealed that during this same period, average employment income of women rose 2.9%, while it declined 3.7% for men.



Top Ten

The extra years of studying, articling and interning appear to pay off for 4% of Canada's full-year, full-time workers.

Census figures showed that the 1985 average employment incomes of Canada's ten top-paying occupations were at least \$20,000 more than the country's average employment income of \$26,781.

However, education and experience do contribute to these higher income levels, since the average age of people in these professions was 43, compared to 39 as the average age for all other income recipients.

Occupation	Number of Workers	Average Employment Income
Physicians and Surgeons	27,085	\$85,023
Judges and Magistrates	1,775	\$76,019
Dentists	6,305	\$75,792
General Managers and other senior officials	137,250	\$57,062
Lawyers and notaries	32,605	\$56,430
Air pilots, navigators and flight engineers	5,575	\$56,332
Osteopaths and chiropractors	1,935	\$56,161
Petroleum Engineers	3,095	\$53,659
Optometrists	1,470	\$53,209
Management occupations, natural sciences and engineering	12,345	\$51,455
Top 10 occupations	229,440	\$60,537
All other occupations	6,351,435	\$25,562
TOTAL	6,580,875	\$26,781

Focus For The Future is produced by the Census Marketing Project at Statistics Canada. Reprinting is welcome. Address your comments and suggestions to the editor:

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Can't Live Without Them

For today's family, juggling a full schedule of social appointments, classes and extracurricular activities as well as at least two jobs, it's hard to imagine how life existed before microwave ovens. But many household services and appliances – considered luxuries when they were introduced – have become so integral to our way of life that they are almost indispensable to life on the fast-track.

According to the results of the **Sample Survey on Household Facilities**, the value of some time or labour-saving devices is making the

sentimental appeal of traditions easier and easier to give up.

Consider the continued appeal of televisions and telephones to consumers. By the mid-1960s, these devices had already reached their market saturation points, yet their numbers per household continue to grow. In 1987, 57% of Canadian households had two or more telephones, compared to 8% in 1961. The proportion of households with two or more televisions rose from 4% in 1961 to 47% in 1987.

When it comes to making dinner, more and more Canadians want a

quickfix. The number of households with a microwave oven is up to 43% in 1987 from only 5% in 1979. In the early 1960s, fewer than 3% of Canadian households had a dishwasher but by 1987, 40% of households had a dishwasher to speed up dinner chores.

What do Canadians do with all the time they're saving? Well, if they're not too tired from running between appointments, they're parked on the sofa watching a video movie. Between 1983 and 1987, the proportion of Canadian households with a VCR jumped from 6% to 45%.

Why We Ask About Income

The purpose of question 32 of the detailed Census form (referred to as form 2B by Statistics Canada) is to determine the amount and sources of income of Canadians. This information provides the most important indicator of the well-being of the population. Unlike the income information from taxation records, the Census includes persons who have very small or no income and allows us to calculate the incomes of families and households. Because of its large size, Census income data permits an examination of income in a small geographic area and of important sub-groups of the population, such as the elderly, lone-parent families and so on.

Governments use Census income data to formulate and evaluate income security, social assistance and social survey programs. In combination with other information, Census income data provides an insight into the relationship of income to such variables as sex, education or occupation. Businesses use Census data extensively to determine the potential for the marketing of their products.

Statistics Canada safeguards the confidentiality of the data collected. The data are compiled in such a way that they can be used only to describe general trends and can never be used to identify individuals.

Erratum

In the last issue of **FOCUS FOR THE FUTURE**, the fourth paragraph of the article entitled "Before looking for a needle in a haystack" should have read:

In 1986, the number of rooms per member of a farm operator's household was 1.9, compared to 1.3 in 1971.

Gail Aubé, Laurie Barnes, Krista Furtney, Deanna Jamieson and Susan Michalicka were all contributors to this issue.

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Focus for the Future

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Atlantic Businesses Putting Census Data to Work

Leo Leblanc, manager of corporate planning for Co-op Atlantic, makes extensive use of 1986 Census data in his market research and planning.

Co-op Atlantic, with headquarters in Moncton, N.B., is a regional wholesale and manufacturing co-operative that serves 183 member co-ops and 145,000 individual members throughout Atlantic Canada and Quebec. With sales of \$56.3 million in 1988 and a net income of \$5 million, it is a big business. Leblanc uses demographic characteristics combined with retail trade data and geographic services to analyse the performance and market potential of their 125 grocery and dry good store locations.

Statistics Canada's geo-coding service helps them zoom in on their target markets. By aggregating smaller geographic units of 200 to 300 households, they can define their target markets with a great deal of precision.

"The products and services we use can run into several thousand dollars, but in the long run they're worth it", says Leblanc. "The more precise the information you have, the better able you are to make sound business decisions."

If You Really Want to Know

Since February, the National Capital Region (NCR) Statistical Reference Centre has offered, as have all the other regional offices, workshops designed to help users derive the maximum possible benefit from Statistics Canada products and services. At this time, three workshops are offered, in French or in English, and can accommodate 15 to 25 participants.

The three workshops: "How to Use Census Information", "So You Want to do a Survey", and "Survey Methods and



Questionnaire Design", are designed to meet the needs of both experienced users and novices.

Generally the workshops are given during the day, Monday to Friday. However, in order to accommodate those unable to attend during normal business hours, the National Capital Region Statistical Reference Centre plans to offer certain courses in the evening.

These workshops are offered by all Statistics Canada Regional Reference Centres. For a schedule of workshops in your area or for further information, contact the Reference Centre in your region.

To Get Off to a Running Start . . . In Quebec

The Census can be helpful to many organizations and businesses in a number of specific ways. Every year, thousands of users rely on Census data to design programs and organize activities.

For example, the "Conseil scolaire de l'île de Montreal" uses Census data to identify disadvantaged populations when planning its subsidy programs for schools located in disadvantaged areas.

Private businesses also rely on Census results to improve the marketing of products or services. For example, Nautilus Plus, a physical fitness firm, already had a profile of its current clientele and was interested in identifying other areas in Quebec and Ontario with the same demographic characteristics as their existing clients. By using Census data, the firm was able to identify potential target markets.

Whatever your field of activity and wherever you live, the Census data base is an inexhaustible source of information which can help you plan wisely.



Geo News: Getting Census Maps Into the Classroom

If you went to school before the advent of disco music, you probably remember the most fascinating part of geography class was evidence of large chocolate bars floating in the Arctic and Pacific Oceans whenever the teacher rolled down the huge wall maps. No wonder so many early explorers went looking for the Northwest passage – it lead smack into enough chocolate to feed all of western Europe.

Today's students aren't as gullible – thanks in large part to better teaching tools which include a series of off-the-shelf maps produced by Geocar-tographics for the school market.

Based on data from the 1986 Census of Population, these maps illustrate significant trends for students that texts and lectures alone cannot. Using maps like Population Distribution (\$1), Population change (\$4), and Population density (\$8) in a study program can reinforce research and interpretation skills in a geographical context.

The maps are available through any Statistics Canada Regional Reference Centre. Watch the next issue of FOCUS FOR THE FUTURE for details on the new METRO ATLAS.

The chocolate bar continents, however, have disappeared. Sigh.

And in the Best Supporting Player Role... Census Data

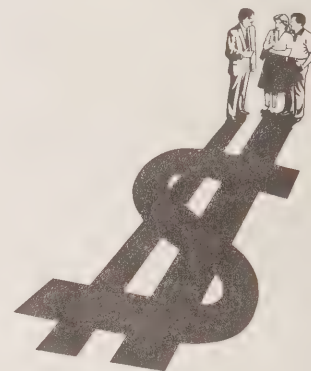
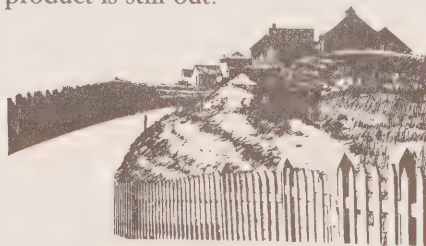
CBC-Newfoundland recently devoted an episode of their regional television program OnCamera to the phenomenon of small Newfoundland communities getting smaller.

The program researcher knew that historically there was a declining number of communities in Newfoundland, and that the most recent Census indicated that half were losing population. But how to go about choosing a typical example of this type of community and profiling it quickly? A table in "Census Subdivisions in Decreasing Population Order" contained in the publication Population and Dwelling Counts: Newfoundland zeroed in on Great Harbour Deep.

Once they had Great Harbour Deep as their test case, CBC research used 1986 Census information on population, age-sex distribution, income, industry, occupation, and principal fuel used in home-heating to develop a profile of the community.

The format of Census publications actually made the job easy. The data for Great Harbour Deep were published as part of the 1986 Census subdivision profiles for Newfoundland.

Needless to say, the CBC was pleased with the amount of detailed information available to the program, and the speed with which it could be made accessible. Viewer reaction to the final product is still out.



There's Strength in Numbers

The cooperative spirit is alive and well and living in Winnipeg, especially if it means getting the best possible information at the lowest cost. Harvey Stevens of the Social Planning Council of Winnipeg recently spearheaded a consortium purchase of 1986 Census data with five other users: the City of Winnipeg; the Winnipeg Core Area Initiative; the United Way; the University of Manitoba and the Institute of Urban Studies.

After defining areas of joint interest, the consortium ordered over 50 tables, detailing such items as low income levels, home ownership, lone-parents, aboriginals, visible minorities, employment, education levels and other related subjects for over 250 neighbourhoods.

Sharing close to \$50,000 in costs provided consortium members with a data base far more comprehensive than anything they could have afforded individually, and combining data from three previous censuses gave them the added benefit of historical perspective.

The data base has already proved to be an invaluable tool for research and program development. The consortium expects to use the database well into the 1990s.

Emergency Planning: Census a Lifesaver

Springtime in the Fraser Valley – green fields, fruit trees in blossom, the sweet smell of the season in the air – it's almost like heaven on earth.

But that wasn't the scene in 1948 when the Fraser Valley was ravaged by floods – and the District of Kent (Agassiz) is taking no chances at having the pastoral face of the valley marred again. The municipality established an Emergency Operations Committee to prepare for natural disasters and environmental emergencies that might threaten the district. In addition to floods, the area is sensitive to the potential for dangerous cargo spills, since it is intersected by rail lines and two major highways.

A large part of Kent's emergency procedures plan involves the evacuation of people. With this in mind, Ross Colin, Treasurer of the District, asked Statistics Canada in Vancouver if he could obtain the number and types of dwellings in the district and a breakdown of the population by age group.

The answer, of course, was yes. The Pacific Regional Office provided Mr. Colin with the 1986 Census data for each of the eight enumeration areas in the District, as well as detailed enumeration area maps that he could use to plot the data. Map Series G86-14 was especially useful because of its extensive detail, showing for example two federal prisons in the district which would require special evacuation procedures.

The 1986 Census of Population is a rich source of demographic information – the Emergency Operations Committee's project is truly a real life application.

Coming to Terms

What is your mobility status?

Mobility status can help us measure general trends in the changing distribution of population across Canada. While population counts can tell us that an area has gained population, information about migrant movers can tell us how many persons have moved into the area and where they have come from and their characteristics (such as occupation, education, language, ethnic origin, etc.). For the Census, mobility status is determined by comparing the location of someone's usual place of residence on Census Day with their usual place of residence five years earlier.

Questions on mobility status were asked in one of five households enumerated for the 1986 Census.

Who's Minding the Kids – In Ontario

Parents right across Canada face the dilemma of finding available, affordable and suitable child care. While provincial and federal governments are aware that the need for child care has increased, there are still a variety of special services required to meet the needs of parents who work evenings or shifts, as well as the requirements of children with short-term illnesses or disabilities.

The Child Care Branch of the Ontario Ministry of Community and Social Services undertook the Child Care Availability Study to identify – and close – those kinds of gaps.

Norpark Computer Design Inc., a Toronto based social research and consulting firm, was awarded the project to determine if accessible day care existed in all communities, and if it was lacking, what kind of care was required. Their first stop for the

necessary research material was Statistics Canada.

Consultant Loris Dumanian looked at Census data on Ontario families, including profiles of income, and age distribution. As well, he turned to the Health Activity and Limitation Survey (HALS), the first post-census survey to compile data on the disabled population in Canada. This data base helped him to identify the location of children in Ontario with special care needs.

To pinpoint gaps in child care services by municipalities, Dumanian compared Census and HALS data with provincial information detailing child care services currently available in each community. As the study continues, he will also be able to make use of results from the upcoming National Child Care Survey which describe the nature of child care needs and current use patterns in Canada.

Focus For The Future is produced by the Census Marketing Project at Statistics Canada. Reprinting is welcome. Address your comments and suggestions to the editor:

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Agricultural Services Geared to the Farm Family

Because the Censuses of Population and Agriculture (Ag-Pop) are taken simultaneously, the two sets of data can be linked to determine the socio-economic characteristics of the farm population.

R. Sauve, manager of the Environmental Analysis and Forecasting department of the Saskatchewan Wheat Pool recently used aggregate data from this "ag-pop" link base to develop a profile of Saskatchewan farm families. The document he developed has proved to be invaluable to several departments within the Pool. The

Member Relations department used these data to analyse trends in the population in general and to compare



them with the composition of their own membership.

By combining the data in Sauve's document with other provincial data dating as far back as the 1976 Census, the Pool Service Centres were able to evaluate the demand for such agricultural products as fertilizer and chemicals. Member Districts section measured trends in the number of farm operators in their jurisdiction.

The Saskatchewan Wheat Pool has managed to improve services by simply having more information on customers at their fingertips.

Focus On Canada

Three titles in this series have already been published since the beginning of 1989

Canada's Population from Ocean to Ocean (Cat. no. 98-120)

Canada's Seniors (Cat. no. 98-121)

Educational Attainment in Canada (Cat. no. 98-134)

The Focus on Canada series publications use demographic, socio-cultural and economic data on Canada's population collected during the 1986 Census and are intended for both the general public and specialists. They are written in easy-to-understand language and are abundantly illustrated with tables and graphs.

All the publications in this series are bilingual and cost \$10 in Canada (\$11 outside Canada). To order your copy, simply contact the Statistics Canada Regional Reference Centre in your area.

One Potato, Two Potato: Analysis of the Couch Variety

"Oh, I never watch it." Admitting to watching television was rather like admitting that you passed high school literature by reading comic books and the dust-jackets of major novels. If you did admit to owning a set (rather more difficult to deny, since virtually all Canadian households own one or more), it was to watch The National. And maybe a special on PBS. Oh, okay. And the Stanley Cup Playoffs – but not the whole season, no way.

The truth is out on the Canadian Couch Potato. According to Television Viewing in Canada, released in November, Canadians watch an average of 23.7 hours a week – and four hours extra in Newfoundland.

Among adults, women average about five hours more TV per week than

men. Children between the ages of 2 to 11 watch the least amount of television in British Columbia (18.6 hours) and Alberta (19.4 hours), but children in this age group exceed the national average of 23.7 hours in all Atlantic provinces, except PEI (21.7).

And we might admit to watching news and sports – but comedy and drama programs made up over 46% of total viewing.

So when someone asks you at the water cooler what you watched on television last night, you can stand up and be counted. You were in good company.

Margo Alwood, Gail Aubé, Laurie Barnes, Val Barrett, David Courtney, Bernie Gloyn, Pat Jordan, Doreen Lawrence, Keith Matheson, Susan Michalicka, Robert Parenteau, and Claude Yelle were all contributors to this issue.

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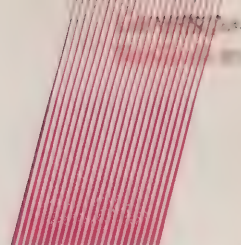
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Focus for the Future



-F52

SHORT HISTORY OF THE CENSUS
JULY 1989

A Brief History

The origins of the Census of Canada go back to the first one taken in New France in 1666. Since then, censuses have been taken regularly in this country, under both French and English Regimes.

Intendant Jean Talon organized the 1666 Census to encourage the demographic, economic and social development of the French colony. The questions in the census were designed to gather statistics on the population in general, on families, and on age, sex, marital status and trade or occupation. In 1667, questions on agriculture, such as the number of livestock, were added to the census. The 1681 Census saw the addition of questions on the number of firearms owned by the members of the colony, and in 1685 there were also questions on buildings and homes.

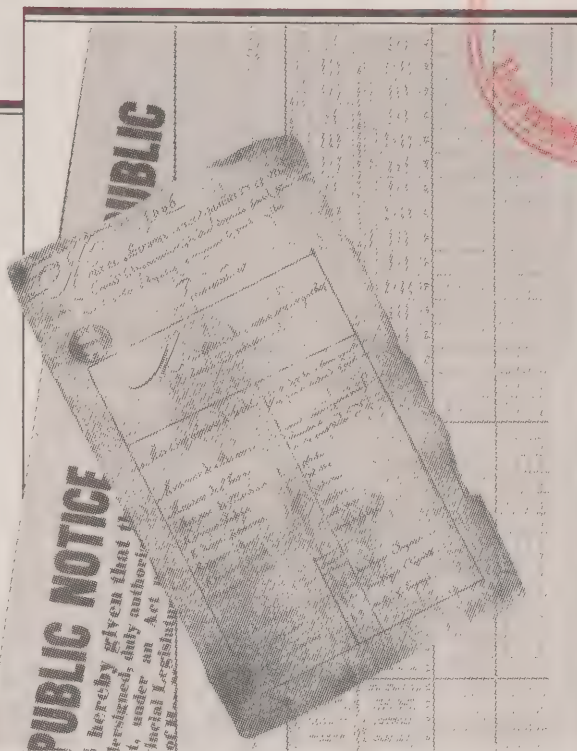
The last census of New France took place in 1739, and the British authorities undertook their first census of the colony in 1765. In 1871, the first census of the Dominion of Canada was conducted, under the authority of the British North America Act, which stipulated that the census was to collect figures on the population that would be used to determine the number of House of Commons representatives for each of the provinces and territories. With few exceptions, the first Census of the Dominion of Canada included the same range of questions as those undertaken before Confederation.

Since its inception, the census has remained the single most comprehensive measure of information on the way Canadians live.

(from a paper by G. Priest)

The Census is news to them

The media play an important role in the census, both in encouraging the public to count themselves in and in



publishing the results. But, judging from the 1849 edition of Scobie & Balfour's Canadian Almanac, the analysis performed by some sections of the media on the information provided by the census has been the source of some teeth-gnashing to demographers. Here is an example:

"The average number of inhabitants to a house corresponding so nearly with that of each family, shews (sic) a population in a happy and prosperous condition, and is indicative of the advantages enjoyed by a rural settlement over a population confined in towns and cities."

The way information is dealt with has also changed. People today are more sensitive to what the media reports, reacting quickly when they feel offended by what is said. For example, an article entitled, "Hide relative from the censor, you gyp mayor out of \$5.50", published in the Toronto Daily Star in 1966 urged people to co-operate with the census taker. The first paragraph, however, could very well arouse the ire of all mothers-in-law in Canada today: "Please don't hide your mother-in-law under the bed, sir. There is a \$5.50 price on her head and your local council wants it." The article was obviously referring to the provincial grants to municipalities, which are based on census information. (Mothers-in-law, and all Canadians, are worth much more to their municipalities in the 1990s.)

A Long Tradition of Counting Farms

When Jean Talon, the first intendant of New France, conducted the first census in Canada 325 years ago, agriculture and the fur trade were important and growing industries in the young colony. By 1871, the year when censuses began in the new Dominion of Canada, agriculture had become the dominant economic activity of most Canadians.



Over time, farming practices in Canada have changed and this evolution has been reflected in the types of census questions asked of farmers. For example, the 1891 Census questionnaire asked about the variety of products processed on farms with questions on home-made butter, cheese, cloth and linen. As well, questions on draught animals including horses and oxen reflected the lack of mechanization on farms at that time.

By 1986, the emphasis of the Census of Agriculture changed to reflect the larger, more specialized farms of today. Questions on home-made products and draught animals have long since been dropped. Instead, the Census now covers such topics as computers, tractors by size category, and the use of fertilizers, pesticides and irrigation.

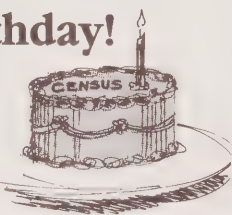
Although less than 4% of the total population now lives on farms, agriculture continues to be an important part of the Canadian economy and the foundation of rural Canada.

Happy Birthday!

In 1991, the Canadian Census will celebrate its 325th birthday. While the content of the census has remained essentially unchanged over the years, the census process has changed dramatically.

For example, in 1666, when Jean Talon undertook the very first head count of people living in New France, he visited the colony's homes himself. His survey found that the total population was 3,215 (excluding aboriginals and Royal troops).

Today, even though census takers still go door-to-door to distribute the questionnaires, Jean Talon's job is performed by 39,000 individuals who



have been specifically trained to reach every household.

Statistics Canada asked Canadians living in urban centres to mail in their completed questionnaires for the first time in 1971. In 1991, the postal service will play an even greater role; for the next census, all residents will be asked to mail in their self-completed questionnaires. This means that more than 98% of the 1991 census questionnaires, over 10 million documents, will be returned to Statistics Canada by mail.

A Dwelling to Some, It's Home to Us...

Dwelling: a set of living quarters in which a person or group of persons resides or could reside.

From a country retreat to an apartment in the bustling core of a city, Canadian dwellings are a reflection of our current living conditions and lifestyles.

As early as 1685, the year of Canada's third census, a dwelling was recognized as a "countable" unit that could provide some indication of the quality of Canadian life. At that time 187 dwellings had been built in Quebec City to house the 1,205 civilians living there.

Separate ledgers of that time describe how the settlers cast their brick-laying and masonry skills aside for the labour-intensive and time-consuming task of manipulating the unsophisticated axe. "Raising bees" (where neighbours helped each other to build) were an important part of dwelling construction, helping newcomers cope with the unpredictable deadlines imposed by our harsh Canadian winters.

By 1784, the population of Quebec City had grown into the surrounding countryside. The city had grown to

almost 45,000 people who were housed in 7,157 dwellings. This impressive growth rate did not significantly change the average number of persons living in each dwelling; in 1784 the average number of persons living in each dwelling was 6.3, down only slightly from the 1685 average of 6.4.

As large waves of immigrants arrived in Quebec City between 1800 and 1850, Canada experienced its first housing shortage. The average number of persons living in each dwelling climbed to 7.3 in 1831.

A growing awareness of housing problems prompted the government to add housing questions to the 1831 Census. This Census collected information about the number of uninhabited dwellings (recorded at 100 for Quebec City) and the number of dwellings under construction. By 1861, the housing crisis in Quebec City abated, with the average number of persons per dwelling returning to 6.2.



But the importance of accurate dwelling counts was not forgotten. The 1861 Census of Lower Canada continued to collect more detailed dwelling data including "type of construction". In 1891 the census asked questions about the number of storeys and rooms in the dwelling.

From 1891, census dwelling questions changed little until 1921, when they were expanded to include more information about the growing variety of available accommodation in Canadian cities. Information was collected on

structural types of dwellings available (apartments, row or terrace dwellings, single and semi-detached); and the percentage of dwellings that were occupied under different tenure (owned or rented). Information collected about monthly rents (when measured against monthly income) told policy-makers about the percentage of income devoted to shelter providing yet another indication of our "quality of life".

The most recent census revealed a great deal about Canadians and their dwellings. In 1986, one-in-four dwellings had been built in the preceding 10 years, while those built before 1921 accounted for only 9% of Canada's occupied private dwellings.

Renters devoted a larger portion of their income in 1986 to shelter than did owners. Average gross rents amounted to over 20% of average incomes of renter households while average owner's major payments were only 14% of the average income of their households.

For Canadians, the dwelling is more than a statistical unit used to inform policy-makers and planners about our quality of living. It is even more than a shelter from our distinctively Canadian climate. For most of us, as it was for our ancestors, it is "home".

Better than a Time Machine

When you want some historical perspective on social trends that have had the greatest impact on Canadians since the 60s, you might consider some new "Dimensions".

The seven publications in Statistics Canada's Dimensions Series follow various trends recorded over several census periods. The data are presented at the national level, as well as for the provinces and territories and census metropolitan areas.

Included in this series are examinations of Occupational Trends, 1961-1986 and Industry Trends, 1951-1986 covering periods of major economic change. Other titles look at major societal changes in such areas as occupations, language, census metropolitan areas, ethnic groups and the immigrant

population. By tracing changes in data over the past quarter-century, these publications give additional insight to a wealth of demographic and social issues.

For more information on this series, Contact the Statistics Canada Reference Centre in your region.

Do you know the Northwest Territories?

Name a place in Canada that is fast-growing and populated by young adults with higher than average incomes. Here's a hint — they have no Skydome.

If you guessed the Northwest Territories, you know your Census data.

Few know, for example, that between 1981 and 1986 the Northwest Territories experienced the most rapid population growth in Canada (14.2%). Of the 52,000 inhabitants enumerated in 1986 (excluding institutional residents), 29,435 were born in the Territories. Furthermore, the 25 to 34 age group accounted for the largest proportion of both men and women.

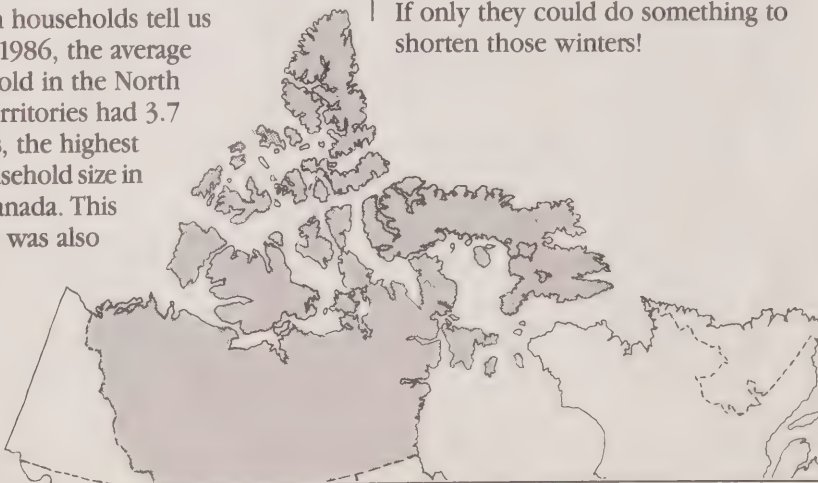
Data on households tell us that in 1986, the average household in the Northwest Territories had 3.7 persons, the highest per household size in all of Canada. This average was also

significantly higher than the national average of 2.8 persons per household.

As well, the average household income in the Northwest Territories was \$40,271 in 1985, the highest in Canada. For Canada as a whole, the average household income attained in 1985 was only \$34,261.

According to 1986 Census results, housing stock in the Northwest Territories is relatively new. Only a small proportion (1.6%) had been constructed before 1946. More than 90% of homes have been constructed after 1960, compared to only 60% in the whole of Canada.

If only they could do something to shorten those winters!



Focus For The Future is produced by the Census Marketing Project at Statistics Canada. Reprinting is welcome. Address your comments and suggestions to the editor:

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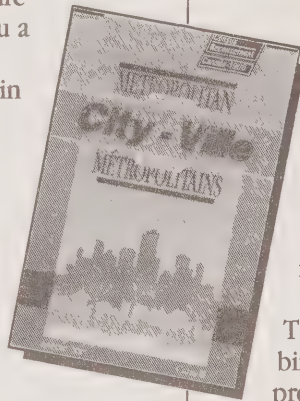
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The 1986 Statistics Canada Metropolitan Atlas Series

Looking for the perfect location to start a new business. . . or are you looking to venture out and expand? Are you a geographer seeking key geographic information in a concise, convenient form or a real estate agent looking for the perfect commercial site for a client? Perhaps you are a planner or a consultant seeking to pinpoint neighbourhoods in need of special services?

Whoever you are and whatever your geographic or statistical needs may be,

the 1986 Statistics Canada Metropolitan Atlas Series can work for you.



Population, age, level of education, ethnic background, average income and more are at your fingertips, providing you with the data pertaining to the socio-economic and demographic characteristics of 12 census metropolitan areas in Canada.

The Metropolitan Atlas combines maps, graphs and text in a precise cartographic design to present 1986 Census data in an easy-to-understand format. Each map shows the city according to census

tracts — small city areas equivalent to neighbourhoods with an average population of 4,000. A variety of mapping techniques such as choropleth and dot maps are used to present spatial inter-relationships of key variables such as labour force activity, income, age groups and mobility.

As a reference document, an analytical tool, or simply as an introduction to the socio-economic and demographic quality of your city or community, the Metropolitan Atlas Series can provide you with easy information access.

For more information or to order, please contact your nearest Statistics Canada Regional Reference Centre.

Why we ask about official languages

The 1901 census was the first to ask about knowledge of Canada's official languages. The Report of the Fourth Census of Canada gave this explanation for the question:

"In a country peopled with so many foreign elements as Canada, it is desirable to know if they are being absorbed and unified, as many appear by their acquirement of one or other of the official languages."

In 1986, the question about knowledge of Canada's two official languages was asked of one Canadian household in five. It was designed to ascertain the extent of bilingualism within the country and to estimate the number of Canadians who speak neither of the two official languages.

Census Travel Fun — In Québec

If you're travelling to Québec City this summer, why not add a Census highlight to your walking tour?

A plaque honouring Jean Talon, the Great Intendent and father of modern census-taking in the new world, can be found at 8 Vallières Street (perpendicular to St-Paul Street). It was unveiled in 1981 at a joint ceremony of provincial and federal officials.

Gail Aubé, Laurie Barnes, Pierre-Paul Henrie, Deanna Jamieson, Carmen Lage, Marie-Pierre Longtin and Susan Michalicka were all contributors to this issue.

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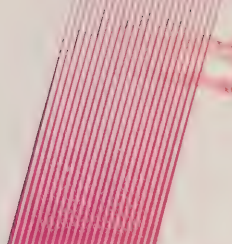
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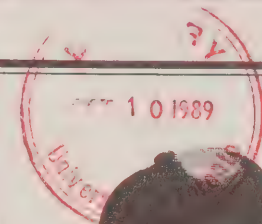
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Focus for the Future



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HARVEST TIME
SEPTEMBER 1989

The Changing Face of Farming

Agriculture is one of Canada's most important industries. We depend heavily on agriculture and its related industries for the food we eat, for employment and for export earnings.

Although questions about farming were included in early censuses conducted in New France, a separate Census of Agriculture was first established in 1871

to examine the face of farming in Canada. This survey of all Canada's farms was held every 10 years until 1951 when it was also conducted at the mid-decade mark.

Although agriculture continues to play a vital role in Canada, Census results have indicated dramatic changes in the industry over the past 50 years.

The number of farms in Canada reached a peak of 733,000 during the Second World War. As demand for food grew and the availability of farm labour decreased during that period, farms rapidly became mechanized, larger in size and more specialized in operation. The 1986 Census of Agriculture results show these trends have continued to this day.

However, there are notably fewer farms today — less than half the number listed in 1941. Today's farmers have more formal education and have access to sophisticated technology. Computers are used to help some modern farmers reach decisions on their product mix, profitability and timing of sales.

Agriculture has shifted to accommodate the economic and social changes of the last 118 years; the 1991 Census will reveal how the industry is prepared to start the 21st Century.



Transplanted Farmers

Coming to Canada to farm is a major challenge for individuals born in another country and coming from another culture. It requires learning new farming methods or adapting those brought from the old country and integrating them into rural communities governed by traditional values. But despite these problems new Canadians continue to take up farming in their adopted country.

In 1986, 11.5 per cent of Canada's 293,090 farm operators reported being born outside Canada, compared to 15.6 per cent of 367,195 farmers in 1971.

Foreign-born Canadian farmers most frequently came from the Netherlands (2.6 per cent) and the British Isles (1.4 per cent). However, this represents a large decrease in the number of farmers of these nationalities; since 1971, the number of Dutch-born farmers has declined 12.7 per cent, and British by 52.2 per cent.

There were provincial variations among the numbers and nationalities of foreign-born farm operators. In contrast to a national decline in the total number of foreign-born farm operators, Quebec reported an increase in the number of Swiss-born farm operators (from 30 to 245), as well as those of French origin (from 140 to 320).

Dutch-born comprised the largest group of foreign-born farmers in the Maritimes, Ontario and British Columbia, while the largest group was French-born in Quebec and American-born across the Prairies. These regional variations have remained fairly constant since 1971, except in Quebec, where American-born were once the largest group and in British Columbia, where British farmers previously occupied first place.

Interesting News for Interested Farmers

Many Canadians have a vested interest in interest rates and farmers are no exception. Interest payments have long comprised a notable share of farm expenses.

More than 60 per cent of Canadian farm operators reported making interest payments in 1985 amounting to almost 11 per cent of their total business expenses.

Interest payments remained higher than wages and rent, which are nine per cent and four per cent respectively. According to the census, a farmer's biggest expense was livestock at 29 per cent, followed by crops and machinery at just over 14 per cent each. Other miscellaneous expenses, including electricity, heating fuel, insurance, custom work, telephone and taxes, can account for over 18 per cent of farm costs.

The proportion of farmers with interest expenses varied according to the type of farm, ranging from nearly 80 per cent for the pig and dairy product types to 51 per cent for the miscellaneous specialty product type (such as maple or fur farms.)

Interest expenses also varied according to the size of the farm. For farms with gross sales under \$10,000, 69 per cent reported no interest paid, while only 11 per cent with sales of \$250,000-and-over paid no interest.



Computer Use on the Farm

At a time when computers are entering all aspects of business and personal life in Canadian society, their use on Canadian farms has so far been limited, according to the 1986 Census.

The 1986 Census was the first to collect data on the farm management use of computers. In Canada, 7,799 farm operators used a computer in managing their farm business. This represents just 2.7 per cent of operators — a figure that is expected to increase by the 1991 Census. The proportion varied somewhat across all provinces, ranging from a low of 1.6 per cent in Prince Edward Island to a high of 3.4 per cent in British Columbia.

The Census revealed that the larger the farm, the greater the chance that a computer was used on the farm. For the 1 per cent of farmers that reported gross sales of \$562,550 or over, some 20 per cent reported a computer. Younger operators were more likely to use computers, with the 35-39 age group the highest (4.2%).

One of the many uses of computers on farms is in computerized feeding systems for livestock. Although the Census of Agriculture did not specifically request information on whether the feeding system was computerized, 16 per cent of the dairy operations with over 100 cows reported using a computer in managing their farm business.

Where are our Farms?

Compiling geographic reference maps which meet the requirements of both the Census of Population and the Census of Agriculture is a challenge.

In 1986, the reference maps produced for the Census of Population showed the names, codes and boundaries of more than 6,000 census subdivisions (or municipalities). But since one would expect Canadian farmers to be as scarce as hen's teeth in cities, towns and villages, it was necessary to devise a specific territorial unit suited to the needs of both the Censuses of Agriculture and Population. To this end, Statistics Canada developed a new geographic unit: the Census Consolidated Subdivision (CCS).

A CCS is made up of several Census Subdivisions, but determining which would be combined required the application of three simple rules:

1. If Census subdivisions had areas of less than 25 square kilometres,
2. If they had areas of more than 25 kilometres, but shared more than half their perimeter with another Census subdivision, or
3. If they had a population of over 100,000, but were surrounded by rural Census Subdivisions.

The CCS enabled the Census of Agriculture team to obtain a picture of the geographic distribution of Canadian farms. This new geographic unit is a practical and extremely useful reference tool.



Mapping Canada's Agriculture

Whether you are analyzing agricultural statistics, displaying crop-related information, selling farm implements or making presentations to a marketing board, you can reap the benefits of two new geographic tools available from Statistics Canada: off-the-shelf agricultural maps and agricultural boundary files.

Twelve selected statistical variables from the 1986 Census of Agriculture have been mapped at the national level in a highly attractive format. Suitable for framing, these maps come in three sizes and include such themes as Change in Cropland, 1981-1986 and Canadian Agricultural Sales.

For users with a need to display the spatial distribution of their own data, CARTLIB boundary files have a growing popularity. When using ordinary thematically-shaded maps, entire geostatistical units may be uniformly shaded, even if farming is non-existent in some parts. The delineation of agricultural areas help to correct such misleading misrepresentations. The boundary files define more precisely where farming is a major activity, and permit a more accurate spatial display of agricultural data on thematic maps.

Both the off-the-shelf maps and agricultural boundary files are available through your local Regional Reference Centre.

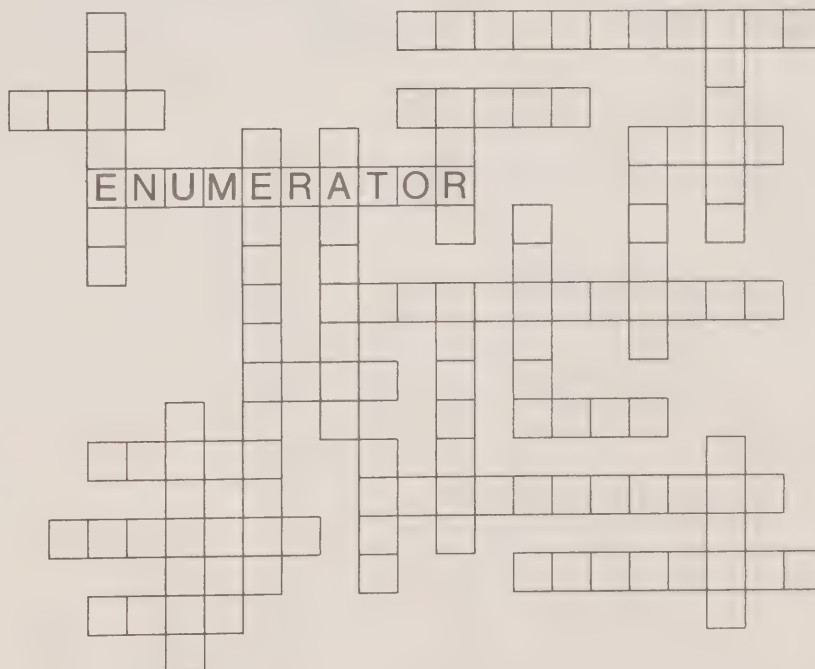
Coming to terms

Try your hand at census and agriculture terminology!

First, discover the words by unscrambling the letters. (To start you off on the right path, we've shown the first letter of each word.) Then find a home for the unscrambled words in the crossword grid.

The solution is on page 4.

marf	F	tatcle	C
reaa	A	ripsng	S
anld	L	drustam	M
reca	A	rathewe	W
oprc	C	rathece	H
dese	S	rathevs	H
owrg	G	lilewgdn	D
riday	D	eeeradps	R
itruf	F	ractulgurei	A
theaw	W	porocoritan	C
emoinc	I	mmefallsurow	S
		eedaqurshatr	H



Focus For The Future is produced by the Census Marketing Project at Statistics Canada. Reprinting is welcome. Address your comments and suggestions to the editor:

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Not Mel Gibson?

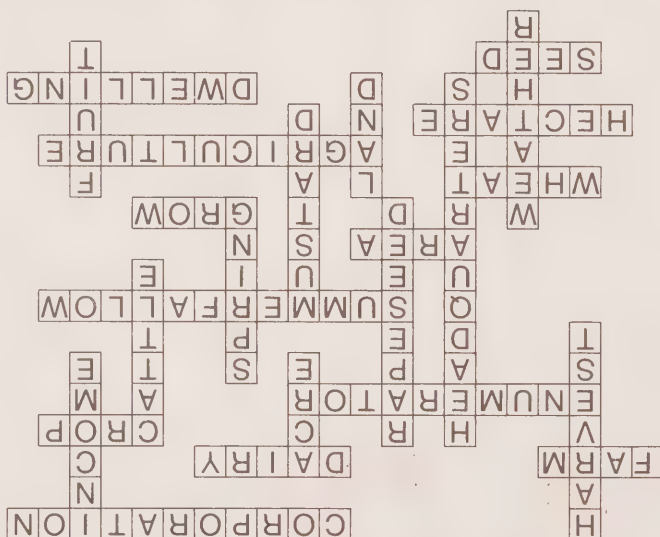
When Hollywood casts its versions of the modern day farmer in North America, Mel Gibson (in "The River") and Sam Shepherd (in "Country") represent today's farm operator. They're just a little younger than the average farmer in Canada. The 1986 Census showed that the average age of farmers is 48.0, up from 46.6 in 1981. No "Brat Pack" actor need audition for these roles: the percentage of farmers under 35 years of age dropped from 21.1 in 1981 to 19.3 in 1986.

Casting directors should be looking at slightly older leading men in the future. Although the percentage of farmers 55 years of age and older dropped from 1971 to 1981, they increased from 31.0 per cent in 1981 to 34.0 per cent in 1986.

It could be, though, that the female co-stars of these recent films, Sissy Spacek and Jessica Lange, will prove to be a better representation of farmers in the future. The number of female farm operators in Canada increased 23 per cent between 1981 and 1986. Nearly 5 per cent of all farm operators are now female, one-third of whom are university or college educated.



Coming to terms (solution)



New Publications

The fruit of data collected in 1986, two new Statistics Canada publications are now ripe for sale.

For information on farm finances, land use, livestock, agricultural technology and management practices, consult Profile of Canadian Agriculture. Based on data from the 1986 Census of Agriculture, this publication contains information covering the past four decades, enabling readers to identify changes and study trends in this industry.

For detailed information on farm operators, consult Socio-Economic Characteristics of the Farm Population. Based on matching data from the Census of Agriculture and Census of Population, this publication contains — as its title suggests — social and economic data on farm operators, their spouses and families. These data are presented by sex, educational attainment, occupation, income, type and size of farm.

In this harvest season, take a look at these new products from Statistics Canada, if only to "cultivate" yourself.

Gail Aubé, Laurie Barnes, Deanna Jamieson, Carmen Lage, Marie-Pierre Longtin, Susan Michalicka, Robert Parenteau, Leanne Stinson and John Whitton were all contributors to this issue.

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NWT call collect:
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Yukon call: Zenith 08913

Focus for the Future

JUNE 1990
ONE YEAR TO GO

Why We Have A Census

"Around the world, the national census is increasingly important as a cornerstone of national data systems"

-E.T. Pryor, Director General, Census
Demographic Statistics Branch.

In a paper presented at the Conference of European Statisticians on February 10, 1989, Dr. Edward T. Pryor indicated that in Canada, as in other nations worldwide, census-taking has become an indispensable activity.

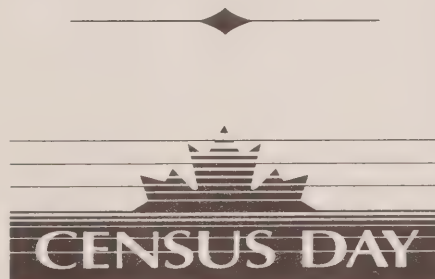
The national Census, of course, tells us how many people there are in Canada and how many seats each region is entitled to have in Parliament, but it also provides us with invaluable facts and figures about the country as a whole.

Census data have become the foundation for national studies of special population groups (the elderly, youth, women, immigrants, the disabled, the poor, the homeless) and their needs.

Canadians benefit when policy-makers and service providers use combinations of census data to determine the demand for services such as child care and health care, for facilities such as schools and parks and for improvements to roads, housing and public transit.

Census data are also used by Canadian businesses to aid them in market research and to help them decide upon the most profitable location.

Over the years, the national Census has illustrated the changing patterns of Canadian life and continues to help us develop the awareness we need for assessing and correcting our country's social and economic conditions — it is a crucial information system that works.



A New Symbol For The Census: A New Light On Our Vision of Canada

The Census of Population is coming June 4, 1991 — and how do you know, if you're an average Canadian? As Census day approaches, you will see the Census symbol everywhere. Mailed with your government cheques and on the counter in the bank. On sugar bags and milk cartons. At your favourite restaurant and when you're riding the bus. On products and posters. Everywhere and anywhere.

The red and yellow symbol of the Census of Population — a stylized maple leaf rising over the horizon — reminds us of the new light the Census will shed on our vision of Canada. The same symbol — shown in greens and yellows — will also characterize the Census of Agriculture.

The symbol was designed by Janice Street, a designer with the Publications division of Statistics Canada.



1 9 9 1 C E N S U S O F C A N A D A

International News

Between now and Canada's Census day — June 4, 1991 — more than 60 countries will be holding Censuses. According to the United Nations Statistical Office, the United States, Switzerland, Spain, China, Brazil, Argentina, Chad (for the first time), Ghana, Zambia, Japan and Syria will all be counting their populations.

Not only Canadians will count themselves in 1991. Census-takers will go out in the United Kingdom, Australia, Yugoslavia, Italy, Belgium, Venezuela, Sri Lanka, Pakistan, India, Nigeria and Botswana that year.

A total of 207 countries have carried out at least one Census since 1950, with 142 of these countries taking a Census during the period 1987-1992. While Censuses are held all over the world, more Censuses are conducted in Africa than in any other continent, with 56 countries taking Censuses since 1950. Some 46 Latin American countries were involved in Census-taking during the same period, as were 44 Asian countries.

The Soviet Union organized the latest Census of Population for its vast territory in 1989. Other countries that carried out a Census in 1989 included Albania, Monaco, Jordan and Martinique.

Some countries also take a Census of Agriculture, either concurrently with their Census of Population or separately. It is estimated that around 100 countries will be taking a Census of Agriculture before 1994.

A Report from the Regions — Ontario is Counting Us In

The old expression "what they don't know won't hurt them" just doesn't apply to the Census — Canadians need to know the importance of the Census because the information collected is used in economic and social decisions affecting everyone. Across the country, Statistics Canada is working hard to get Canadians informed about June 4, 1991.

In the Ontario Regional Office, public communications efforts are already well underway. The first task was to recruit the corporate sector to help promote awareness about the Census. Financial institutions, private corporations, utilities and several non-profit organizations have agreed to include messages on billing statements and electronic billboards. To date, over 18 million mailing inserts have been ordered. Many will also publish articles on the Census in their newsletters and promote the Census at exhibitions and special events. Various calendar printers will add a Census reminder to their 1991 calendars and agendas.

Focus For The Future is produced by the Census Communications and Marketing Project at Statistics Canada. Reprinting is welcome. Address your comments and suggestions to the editor:

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Ontarians Will Be Counted More Than Once in 1991

In Ontario, the provincial government will be undertaking a province-wide municipal enumeration one month before Statistics Canada conducts the Census of Population and the Census of Agriculture on June 4, 1991. The Government of Ontario and Statistics Canada are working together to avoid public confusion. Although it may appear to respondents in Ontario that they are providing the same answers twice over, the information needs driving the two are very different.

Focus group testing will determine how well the public understands the two separate events. The public communications program at Statistics Canada and the paid advertising program undertaken by the province should help clear up any confusion.

What A Difference the Date Makes

For most Canadians, Census Day is June 4, 1991. But in some of the northern and remote areas of Canada, Census Representatives will make their visits in March.

Early enumeration takes place in only a few of the more isolated communities. They are found scattered across the jagged coastline of the Northwest Territories, hugging the northern shores of Hudson Bay, and dotting the coasts of Quebec's Ungava Bay and the Labrador Sea. Some are nestled in the North's mainland, like the Yukon community of Old Crow.

The task of enumerating these small communities is not easy — even at the best of times. Although they account for only 11,000 dwellings and 48,000 people, access to each community is limited by vast expanses of difficult terrain which can become impossible as spring "break-up" transforms the frozen earth into a temperamental tundra. In some communities, the open waterways and more clement weather are signals for residents to disperse. Dwellings can be left vacant for months as residents migrate to fishing and hunting grounds. In short, June is not a good time of year to reach people in these northern communities.

Early enumeration makes a big difference to the accuracy of information about Canadians who live in remote areas.

The Census depends on all Canadians to count themselves in. Early enumeration is just one of the efforts made to ensure that all Canadians are given this opportunity.

C E N S U S • 1 9 9 1 • R E C E N S E M E N T

C E N S U S D A Y • R E C E N S E M E N T
June 4 Count Yourself In! • 4 juin



Coming To Terms

Languages evolve, terminology changes, even that of the Census. In the past two years, a working group at Statistics Canada has been reviewing Census terminology in order to ensure that the terms used in the 1991 Census correspond fully to the present situation in Canada... and are the same for everyone.

Through monthly meetings of the 15 members of the working group, a number of changes were made to the Glossary of the 1991 Census Terminology, which was used to prepare the Census Dictionary. In upcoming issues, "Coming to Terms" will give you a taste of what's to come by looking at some of the terms that were the subject of a detailed review.

Census Speakers Bureau

Collecting complete and accurate Census information from every Canadian household is always a major challenge for Statistics Canada. Spreading the word to over 25 million people that Census day is June 4 is not a job to be tackled alone and we ask outside organizations to help us publicize the importance of the national Census.

A group of highly professional experts from Statistics Canada is already on the hustings talking to groups across the country about what they can do to support the Census.

Our speakers make the Census come alive for audiences who are given a new appreciation of the value of the Census to all Canadians. They discuss such important subjects as identifying present and future demographic trends, developing employment policies and programs or the need for social programs, such as day care and low cost housing.

If you have a group that would like to know more about the Census, why not give us a call? We have experienced speakers available across Canada who will be pleased to make a presentation in either official language. To make arrangements for a speaker, please call the Statistics Canada Census Speakers Bureau at (613) 951-1106 or contact one of the Agency's Regional Offices. Give us the date, time, place and the approximate number of people expected to attend. Tell us the length of time allotted for the speaker, and we'll find the right speaker for you.

Il existe une version française de **Focus for The Future**. Pour obtenir votre exemplaire du bulletin **Pleins feux sur l'avenir**, composez le 951-1189.

A New Look For Canada's Farmers

There have been massive changes in Canadian agriculture over the years since 1931 when data on the farm population were first published.

One of the most important changes has been the decrease in small farms. Between 1931 and 1986, the number of farms dropped from 728,623 to 293,090. At the same time the average area more than doubled, going from 224 acres to 572 acres.

By 1986, the farm population represented only 3% of the Canadian population. In 1931, some 31% of the Canadian population lived on farms.

And the characteristics of that farm population have also changed dramatically. For example, the level of education rose considerably between 1971 and 1986 among both men and women in the farm population. This increase can be attributed in part to greater accessibility. But the massive changes in farming techniques as well as the increased size and complexity of agricultural holdings have forced operators to seek increased training to manage these farms.

Will the next Census reveal new trends in farming? With just a year to go until the 1991 Census of Agriculture, we won't have to wait long to find out.



Across Canada, Business Supports the Census

On Tuesday, June 4, 1991, Canadians will be asked to fill out and mail back their Census forms. It's important to everyone that the Census successfully reaches everyone, and Census data users are convinced of the importance of getting good results. Here's what some users have to say.

You might get a little wet waiting for a bus in Vancouver, but up here in the Yukon, if you wait too long, you could start to form icicles. That's why it's so important for us at the Whitehorse Transit System to provide the best bus service that we possibly can. We need to identify population growth areas and plan our routes to suit the changes. Census data help us to meet these demands. They are an essential element of the statistical analysis we do to plan for effective bus service in the city.

Mariann Olochow, Transit Manager
Whitehorse Transit System

Census data are an indispensable resource in studying such issues as identifying the market shares of the various forms of energy in the multi-unit residential sector. Access to such a rich and elaborate information bank has enabled us to identify which markets offer opportunities for expansion by natural gas and give direction to our market development.

Aurèle Blanchette, Marketing Adviser
Gaz Métropolitain Inc.

The special compilations produced by Statistics Canada enabled us to come to know our audience and gain a better understanding of the socio-demographic characteristics of the various markets for French television and radio in Canada. As a broadcaster, this information is important to us.

Research Service, Radio-Canada Montréal

Gail Aubé, Laurie Barnes, Tanis Browning-Shelp, Judie McSkimmings, Susan Michalicka, Leanne Stinson and John Whitton were all contributors to this issue.

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THANK YOU

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Census
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PLEINS FEUX SUR L'AVENIR

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Nov. 1990]

Enjoy statistics? You'll be interested in the results of our survey. We hope that you find them as fascinating as we found them useful.

Many readers suggested that an index of all issues produced to date would be useful. It was a great idea and we are pleased to provide you with one.

We would be happy to hear from you any time you have comments or suggestions. Call or write the Editor of *Focus for the Future* at the address and telephone number listed in the newsletter.

Thank you for your continued interest in our newsletter.



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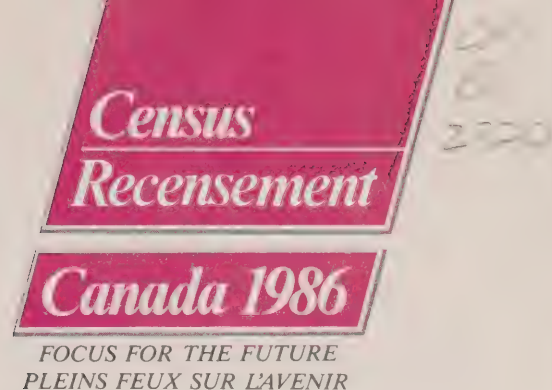
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READERSHIP SURVEY TOTALS



Total Responses

Language Response Totals:	English:	571	87.7%
651	French:	80	12.2%

1. Do you find that the articles in *Focus for the Future* are:

<i>Too technical</i>	12	1.8%
<i>Too simplistic</i>	55	8.4%
<i>Well written and easy to understand</i>	510	78.3%
<i>Other</i>	20	3.0%
<i>No answer</i>	54	8.2%

2. What is your opinion on the following:

	Excellent	Good	Average	Bad	No Answer
<i>The concept of one theme per issue is:</i>	200 30.7%	303 46.5%	69 10.5%	22 3.3%	57 8.7%
<i>The number of illustrations is:</i>	86 13.2%	358 54.9%	127 19.5%	10 1.5%	70 10.7%
<i>As a source of information on the Census, Focus is:</i>	166 25.4%	314 48.2%	99 15.2%	10 1.5%	62 9.5%
<i>The themes covered up to now are:</i>	117 17.9%	365 56.0%	74 11.3%	3 0.4%	92 14.1%

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READERSHIP SURVEY TOTALS (Cont'd)



3. Do you use Census publications?

<i>Yes</i>	483	74.1%
<i>No</i>	132	20.2%
<i>No answer</i>	36	5.5%

a) Where do you use them?

<i>In one of the Regional Office Advisory Centres</i>	77	15.9%
<i>In a library</i>	229	47.4%
<i>Purchased them for my own use</i>	92	19.0%
<i>Other</i>	55	11.3%
<i>No answer</i>	30	6.2%

b) How do you find out that publications were available?

<i>Through Focus for the Future</i>	190	39.3%
<i>Through publicity leaflets</i>	62	12.8%
<i>Through the Census catalogue of Products and Services</i>	81	16.7%
<i>Other</i>	78	16.1%
<i>No answer</i>	72	14.9%

4. What do you do with your issue of *Focus for the Future* when you are finished?

<i>File it away</i>	294	45.1%
<i>Throw it in the garbage</i>	61	9.3%
<i>Circulate in to co-workers</i>	222	34.1%
<i>Other</i>	41	6.2%
<i>No answer</i>	33	5.0%

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READERSHIP SURVEY TOTALS (End)

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5. In which of the following sectors are you employed?

<i>Public</i>	219	33.6%
<i>Education</i>	117	17.9%
<i>Volunteer Organizations</i>	91	13.9%
<i>Private</i>	121	18.5%
<i>Health and Social Services</i>	43	6.6%
<i>Other</i>	28	4.3%
<i>No answer</i>	32	4.9%

7. I would like to continue my free subscription to *Focus*:

<i>Yes</i>	605	92.9%
<i>No</i>	27	4.1%
<i>No answer</i>	19	2.9%

Focus for the Future

The First Sign of Census Issue
March 1991

The Census-Takers Are Coming and Coming Early

Space isn't the final frontier. For an army of census representatives charged with making sure every Canadian is counted this year, the final frontier is in the Northwest Territories. And in the most northerly reaches of the Yukon and Quebec. And along the remote coastline of Labrador.

Most Canadians will be looking for their census forms starting the last week of May so that on Census Day, Tuesday, June 4, someone from each household can fill in the questionnaire and mail it back to Statistics Canada.

But if the Census were taken in the North on June 4, census-takers really would face the final frontier. Many people living in the Far North relocate to summer hunting and fishing camps during the spring and early summer. If enumeration in the remote Far North was held on the national June 4th Census Day, census representatives would have to visit many small, hard-to-reach, isolated places, temporarily inhabited by as few persons as a single family. Such people would be

easy to miss, but Statistics Canada knows they are too important to miss.

Early enumeration of the North has been done since 1901. At that time, it took 110 enumerators -- along with packers and canoe men -- to cover the unorganized territories of Keewatin, Athabaska, Mackenzie and Yukon. Today, with the population spread over four million square kilometres, census representatives travel by plane and snowmobile.

In 1986, when the last Census was held, census-takers got an enthusiastic reception in many northern communities -- primarily because they were outfitted in "Arctic gear" loaned to them from the Department of National Defence. Small children were entertained by the "green people with big white boots" and would often follow the enumerators as they trudged from door to door.

The census representatives themselves were glad to have the gear, despite their odd appearance. Temperatures during the northern Census effort ranged from -38 to -42 degrees Celsius, and some reported that with the wind chill, it dropped even lower.

The cold weather couldn't chill the warm welcome extended by the

people of many northern communities. Across the territories, local radio stations put out the call "the Census is coming, the Census is coming", telling residents when the census-takers would arrive and encouraging everyone to participate. In one town, enumeration took place at the Hudson's Bay store. When a few absences were recognized, people offered to fetch those who were missing -- by snowmobile. Some census representatives had such a great time meeting the people on their rounds that they returned some months later for a vacation -- with their families in tow.

What did the last Census in 1986 tell us about the North? Most of Canada's aboriginal population lived in the territories and western provinces. For example, 59% of Northwest Territories respondents claimed to have aboriginal origins, while in the Yukon, 21% had an aboriginal background.

The northern population includes many different cultural and linguistic groups, so to help with the census-taking, local translators and census representatives offer translation services in such languages as Dogrib, Slavey, Chipewyan and several dialects of Inuktitut, among others.

The North is an important economic and strategic region of Canada. That is why Statistics Canada staff will urge northern residents to make sure they are included in the Census -- and they are coming early in March to make sure everyone is counted.

Confidences

Focus for the Future thought it might be interesting to talk to a census-taker who worked on the 1986 Census. After many fascinating discussions with several enumerators, we were able to speak to "Lisa" who gave us an interesting view of the Census from the "trenches".

In order to become a census-taker, Lisa took a written exam and was interviewed to assess her map-reading abilities and communication skills. After qualifying, she attended a training session to learn how to do her work and how to deal with special situations.

She went to work. In the week before the Census, she dropped off a questionnaire at all dwellings in the census area that had been assigned to her. She also tried to get the name of a member of each household for eventual follow-up. To do so, she visited the dwellings in early evening, when people are most likely to be at home. Then she waited. After the Census, she reviewed all the questionnaires she received for errors in logic or missing information. She telephoned the households who had left information out of their questionnaire and those who had not returned their questionnaire, but soon realized that a second visit at the dwelling would be more effective. People were more cooperative with a person who could be identified as a Statistics Canada employee than with an anonymous voice on the

telephone. Although a little hesitant at first, most people were happy to cooperate.

Did Lisa have any problems? Not really, she said. How does she feel about her experience? Lisa says she felt she accomplished something important. She also appreciated finding work that left her enough time for her personal activities; Lisa says census-takers are allowed lots of time to do their work. Not only did she make some money, but she got some exercise delivering questionnaires! Earning money while keeping fit made census-taking a healthy part-time job.



Field Staff for the Census: Who Are They And What Do They Do?

The countdown has already started! Throughout Statistics Canada's offices, large calendars proclaim the number of days left until June 4, 1991. Census Day is fast approaching. Along with many other activities, hiring of the field staff must get under way. Most people would get a headache just thinking about such a challenge, never mind organizing it.

What do Census field staff do? Basic duties include distributing, collecting and reviewing the long and short questionnaires as well as following-up for incomplete information. It can be a complex task. Collection staff must enumerate approximately 10.5 million households and 300,000 agricultural holdings scattered over 9.2 million square kilometres in less than three short weeks.

To carry out the task efficiently, the 1991 Census will hire approximately 45,000 employees in various capacities throughout the country. Administrative Officers, Quality Control Technicians, Census Commissioners, Census Representatives and Census Area Managers represent just some of the positions required for the collection process.

The strict schedules and the need for high quality data require that Statistics Canada recruit the best and most capable candidates. Suitable individuals - ones with good organizational, analytical and, in some cases, supervisory and training skills - are selected on the basis of objective tests and interviews. Where applicable, language tests are also conducted.

Know anyone who is interested in working on Canada's largest domestic activity? They can call their nearest Statistics Canada Census Office; these are located in St. John's, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Regina, Edmonton, Calgary and Vancouver.

Focus For The Future is produced by the Census Communications and Marketing Project at Statistics Canada. Reprinting is welcome. Address your comments and suggestions to the editor:

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The Northern Census

Making Sure All Canadians Are Counted

For people in the south, the only picture they have of the north is one of long winters, the endless snow, the vanishing polar wildlife.

Those Canadians who call the north home know that life in the Arctic is so much more. Many former southerners who were lured north by jobs or adventure find it hard to leave after they have sampled the many delights of living north of sixty. Proximity to the outdoors is a big draw for the sports enthusiast -- whether it's fishing, skiing, hunting or even running the world's most northerly marathon at Nanasivik. Business opportunities abound for the entrepreneur and the cultural season lasts twelve months a year in many northern communities.

But more than kilometres separate those living in the Northwest Territories, the northern part of the Yukon and Quebec and even the more remote parts of the Labrador coast from the gleaming office towers of corporate Canada and the granite corridors of government ministries in the south. Governments, businesses and citizens in the south lack an understanding of the North and the life that can be had there. Without knowledge, it is sometimes difficult to hear the voices from these most northerly areas -- calling for services, products or programs to serve special needs in special communities.

Understanding comes with information. And information is what the 1991 Census is all about. The

Regional Offices of Statistics Canada in Vancouver, Edmonton, Montreal and St. John's have all started special public communications programs to blanket the North with the message to "Count Yourself In". In co-operation with the Northern Service of CBC-Radio Canada, details on the who, what, when, where and why's of the 1991 Census will be translated into a variety of Inuit dialects. Statistics Canada has been a major presence at the Northern and Indigenous People's Games. As part of a national teacher's kit, curriculum materials for students in every grade have been developed with a Northern theme.

By June 4, 1991 the people of the North will have already been counted in Canada's single most important survey -- the 17th national Census of Population.



What's In And What's Out -- Mixing Census Data With Cocktails

The snow has come and it's time for winter soirées. Whether it's après ski or Bal de Neige parties, now is a good time to brush up on your small talk. Keep it light and witty. Whatever you do, don't put your foot in your mouth by saying something out of step with the times.

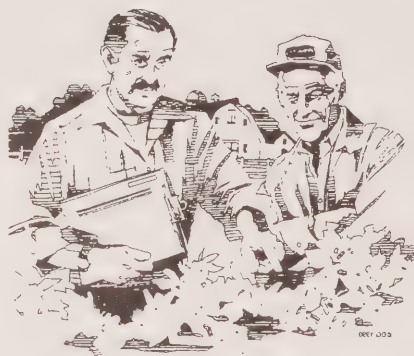
Sound tough? Not really. It's all a matter of knowing the trends. You'll be mingling your way through the room in no time if you just keep a few small facts in mind, based on the most recent Census data.

- Fewer people are discussing aerobics and John McEnroe's backhand these days. More aging baby-boomers are in their mid-forties now and while they're still keen on keeping fit, tennis elbow and shin splits from years of gruelling exercise have slowed them down. Fitness clubs are now adding walking classes and Tai Chi classes to their previously high impact repertoire. Small wonder since 30% of the Canadian population now checks in at age 45 and over.
- Bring a bottle of wine -- especially if your hosts rent their place. They'll really appreciate the gesture. The latest Census data show that affordability problems -- when 30% or more of a household's income is spent on housing expenses -- affect tenants far more than homeowners.

Il existe une version française de **Focus For The Future**. Pour obtenir votre exemplaire du bulletin **Pleins feux sur l'avenir**, composez le (613) 951-1189.

- Mid-winter parties are often the place to talk shop. As you drift from group to group, it'll be easy to break the ice if you know that the fastest growing occupational categories for men were Managerial and Administrative Occupations, Social Science Occupations and Religious, Artistic, Literary and Recreational Occupations. Women are still concentrated in Clerical, Service, Sales and Health Occupations.
- Making small talk about the weather, the hors d'oeuvres and what everyone is wearing? Practice your "bons mots" in both official languages. More Canadians than ever are bilingual, according to 1986 Census data. Proficiency in English and French is especially important if you're attending soirées in Ontario, Quebec and New Brunswick, where 86% of bilingual persons are found. You don't want to miss out on an interesting conversation just because you can eavesdrop in only one official language.

So, to party hearty, ignore the advice you got from all those self help books that tell you how to win friends and influence people, and brush up on your Census data. After 5 p.m., socializing is easy if you do your homework.



Census of Agriculture: at Work for Marketing Boards

The Canadian Chicken Marketing Agency (CCMA) uses a supply and management system to develop and maintain a healthy chicken industry, viable for both farmers and consumers. The CCMA develops a marketing plan for promoting the chicken industry to consumers and to the government. By setting chicken production levels throughout Canada and licensing producers, processors, transporters, dealers and retailers who are engaged in inter-provincial or export trade of live chickens, it promotes co-operation throughout the industry.

According to Errol Halkai, CCMA market analyst, Statistics Canada's Census of Agriculture staff developed a program for the Agency which classified chicken-producing farms by province and size of flock, and determined total farm assets and total sales. The CCMA was able to use this information for various impact analyses of the chicken industry throughout the country. They also used these data as part of a lobbying strategy to demonstrate how the chicken industry was contributing to regional economies.

Gail Aubé, Christine Campbell, Christian Carbonneau, Anna Kemeny, Susan Michalicka and Valerie Peters were all contributors to this issue.

Statistics Canada Offices

St. John's 772-4073 1-800-563-4255	Hallfax 426-5331 1-800-565-7192	Montréal 283-5725 1-800-361-2831
Ottawa 951-8116	Toronto 973-6586 1-800-263-1136	Winnipeg 983-4020 1-800-542-3404
Calgary 292-6717 1-800-472-9708	Edmonton 495-3027 1-800-282-3907	Vancouver 666-3691 1-800-663-1551
Regina 780-5405 1-800-667-7164	NWT call collect 403-495-3028	Yukon call Zenith 08913

Focus for the Future

JUNE 1991
COUNT YOURSELF IN!

Who to include in the count

So it's June 4th, Census Day, and you're scratching your head over who to include in the count. The situation, with your family of three generations living under one roof, is somewhat confusing.

This is the picture: your first grandchild was born during the night, your spouse just left for an overseas business trip, a relative from Europe is visiting for a few weeks, your daughter has a summer job in another province and your son is moving out of home permanently. Who to include in the count?

Let's start with the newborn. Any baby born on or before midnight June 3, 1991 is to be listed on the Census form, even if still in the hospital. If the baby has not yet been named, simply list it as "baby".

A spouse away on a business trip classifies as "temporarily away" and, like others in similar situations, should be included in the count at the family's usual place of residence. The

same applies to the daughter away at a summer job. Her summer accommodation is temporary and she too should be counted at your home, her permanent residence. On the other hand, if a visitor who has a usual home somewhere else in Canada stays with you for a few days, that person will be considered a temporary resident at your home and should not be included on your form.

A visiting relative from Europe is considered a resident of another country visiting Canada temporarily. Along with all other foreign residents (foreign embassy officials, members of armed forces of another country stationed in Canada), your relative is not to be included in the count. For purposes of the Census, student and employment authorization holders, refugee claimants and ministerial permit holders are not considered foreign residents and therefore should be included.

For the son moving on Census Day, the basic rule to follow is that he should be enumerated at the address where he is living at midnight June 3rd.

Making Sure Everyone Counts!

You've heard time and time again that the Census counts every household in Canada. But perhaps you don't live in a conventional dwelling. For instance, your place of residence may be a hospital, a hotel, or even a vessel. Or you may actually be living overseas at the time of the Census.

You needn't worry. Procedures are in place to make sure you are counted.

Persons living in institutions, such as hospitals or prisons, are not required to fill in a Census form themselves. Census representatives will consult the administrative records of these facilities to get the information needed. This procedure is highly effective, minimizing inconvenience to both the residents and staff of institutions. Some seniors living in nursing homes may prefer to complete their own form; they can request that a questionnaire be supplied.

Residents of a hotel, motel or any other similar "collective dwelling" will be provided with individual census questionnaires. Other types of

collective dwellings include tourist homes, bed and breakfasts, boarding houses, missions, rooming houses, school residences, training centres, YM/YWCAs, religious institutions and campgrounds. Census forms will be given to a contact person at these sites, and this person will then distribute the forms to the guests or residents, and collect them when they are completed.

Persons aboard vessels under Canadian Registry are enumerated if they are (i) Canadian citizens; (ii) Canadian landed immigrants who do not have a usual place of residence in another country; or (iii) persons aboard Canadian Armed Forces and Coast Guard vessels. A contact person at the vessel's company will distribute individual forms to all persons on board the vessel. (Vessels of less than 1,000 tonnes net tonnage will not be enumerated if they are not in port.)

Those living overseas will be counted in the Census. This includes federal and provincial government employees working outside Canada as well as Canadian embassy staff posted to other countries. (The families of all these people will also be enumerated.)

So you see, it's all been arranged. All you have to do is give a little of your time and count yourself in!

Since It's Confidential, Why Ask for Names?

The Census questionnaire asks every household to identify by name all its members. Some respondents who are concerned with the confidentiality of their answers question the need to supply their names on a document that contains personal information about their families, their incomes and their occupations.

The Census asks for names in order to ensure that each person is counted only once. Also, if an answer is missed on the Census form, the Census representative can call back for additional information. Names are not made part of the final Census results; when the answers you put on your form are entered by key operators, the names are removed. Because there is no way to connect individual names with individual answers, it provides an additional dimension to the legal guarantee protecting a person's privacy.

Fill in the Blanks!

When you sit down the fourth of June to complete your 1991 Census of Population questionnaire you will discover that you will be able to describe yourself by doing more than just placing marks in the appropriate response boxes. You will be able, in responding to certain questions, to write in the answer that you feel best describes your unique personal characteristics and situation. These "expressive" questions include: relationship to "person one", language, place of birth, ethnic origin and religion.

The Census questionnaire designers included these write-in spaces in order that Canada's cultural and ethnic diversity could best be recorded. If you feel that the ready-made choices provided on the Census questionnaire do not fit your situation (by the way, these particular responses were chosen by referring back to the most common answers from 1986 Census data), then write in what you feel to be most appropriate for you. You see, that is the whole point of the Census – to get accurate information on each member of Canada's population to meet even the most comprehensive information request. The answers are all kept confidential so, let your individuality shine through. Express yourself accordingly when you fill in your Census questionnaire this June.

Focus For The Future is produced by the Census Communications and Marketing Project at Statistics Canada. Reprinting is welcome. Address your comments and suggestions to the editor:

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1991 CENSUS OF CANADA

A Century of Changes in Agriculture

Overheard on a Canadian farm in 1891:

"Hey John, why don't you harness up the horses while I make sure the plough is ready to go. We've gotta get four acres ploughed today, and it's never gonna happen if we don't get a move on."

Overheard in 1991:

"Hey John, you'd better do a manual check of the computer monitoring system while I fuel this thing up. If the weather stays good, we might get these 200 acres thrashed today."

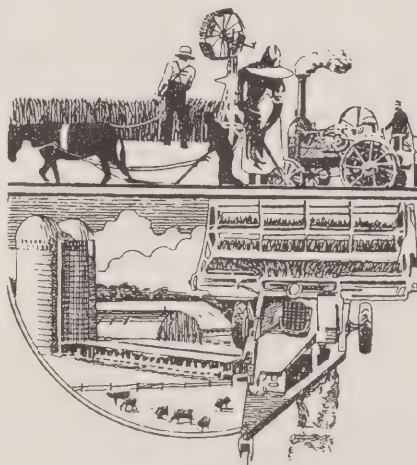
Agriculture has certainly changed in the last century. If you live on a farm, or know a farm family that you visit on occasion, you know that these days farming is a high tech and fast paced industry.

That's why the 1991 Census of Agriculture questionnaire has changed over the last five years. The 1991 Census asks any person operating an agricultural holding with products intended for sale to fill out a Census of Agriculture form. The dollar value of sales limit used in 1986 was dropped to accommodate new farms and farmers who experienced crop failure.

All individuals responsible for the day-to-day decisions made in the operation of a holding are now considered farm operators. There is room allocated in 1991 for up to three farm operators on the questionnaire; in 1986 there was space to identify only one operator. This change was made to improve the data available on multi-family farms and on the operator status of women and other family members.

The environment is a key concern in society today and the farm population is playing a critical role in its preservation. A new section on land management practices has been added to the Census of Agriculture form to cover such topics as soil erosion control, tillage practices, fertilizer and chemical use and soil conservation. These new questions will establish a starting point or baseline to determine how Canada's farmers have responded to environmental issues, and what measures they are taking to conserve their resources. Policy makers can also use this new information to establish incentives for resource conservation.

The 1991 Census of Agriculture is asking Canadian farmers questions that are important today. By responding to the changes in the past, we can anticipate and plan for the changes in the future. Only the 1991 Census of Agriculture will help make such foresight possible. **On June 4th, 1991 – Count Yourself In!**



Post-censal Surveys: For Some, June 4 is Just the Beginning

If a Census questionnaire could ask every single question that could be useful, it would take much longer to complete and the cost would be prohibitive. Also, many questions would have only limited application – being relevant to only some segments of the population. To require everyone – or even the one-in-five sample – to answer these would place an unnecessary burden on a large segment of the population. For questions that require significantly more detailed information, Statistics Canada conducts follow-up – or post-censal – surveys.

In 1986, the first such post-censal survey was conducted to learn about the barriers facing persons with disabilities. The 1986 Census long questionnaire asked 20 per cent of all Canadians several questions concerning mental and physical disability. Was the respondent limited in the kind or amount of activity they could do at home? At work? In activities such as transportation or leisure time? Did the respondent have any long-term handicaps?

From among those people who responded to the disability questions, a sample of persons was selected and these individuals were asked over 200 more detailed questions related to their everyday activities. The results of this subsequent Health and Activity Limitation Survey (HALS) provided the most detailed and complete picture ever compiled of the barriers which Canadians with disabilities encounter in their lives.



1 9 9 1 C E N S U S O F C A N A D A

Governments at all levels concerned with providing programs and services to disabled Canadians have found the results of the HALS survey invaluable. The survey provided long-needed data on barriers to transportation and accommodation, support networks, aids used and needed, income and disability-related expenses and other information essential to improving the quality of life for Canadians with disabilities.

Post-censal surveys are considered to be a cost-effective way of collecting valuable information since the large staff recruited to complete the Census are still in place to conduct the post-censal surveys, and the subsequent results can be processed at the same time as the Census.

That's why in 1991, two post-censal surveys are planned to follow the national Census of Population that will take place on June 4. In the weeks and months following June 4, a second HALS survey will be conducted, providing an essential comparison over time of the quality of life for people with disabilities living in Canada – and for the people interested in removing the barriers which these individuals encounter.

Another post-censal survey addressing the issues facing Canada's aboriginal population will follow the June 4 Census day in the fall of 1991. This topic was identified in consultations with aboriginal people as early as 1987 as key data required to support new legislation concerning self-government. The survey will include aboriginal people living both on- and off-reserve and collect a wide range of information including cultural

retention, discrimination and barriers to such things as employment and housing.

Post-censal surveys will add significantly to the wealth of knowledge compiled by the 1991 Census. June 4 will mark only the beginning of what the Census can do for Canada's aboriginal people and persons with disabilities – and for those of us who want to improve the understanding of these two important groups in Canada.

The Dog Ate It!

All of us at the Census expect, immediately after Census Day, June 4, 1991, to hear excuses from those who have not yet counted themselves in. If previous experience is any indication, these excuses will run the whole gamut from probable to downright incredible. We'll hear that they lost their Census questionnaire. The dog ate it. It accidentally ended up at the bottom of the bird cage. It went out with the trash. Aliens landed and took it back to their planet to study it as an example of statistical genius.

Well, we are prepared for all of these possibilities (well, maybe not the aliens). The Census Collection Team has established a "1-800" number that will be in operation throughout the Census period. If you do not receive a questionnaire, if you can't find it, or if any other extraordinary event occurs, all you have to do is call this number and another questionnaire will be brought to your door by a Census Representative.



On the other hand, some people will receive their questionnaire and decide that they are too busy to fill it out. They might not be convinced about how important their contribution to the Census is. This, of course, is another matter altogether.

Don't let yourself have doubts. First, keep in mind all of the ways in which the Census data are used by both the private and the public sectors to benefit both you and your community. Second, remember that Census data help to allocate funds to your community, and help to provide services that are beneficial to us all. To give one simple example out of a multitude of possibilities, we ask you to think about such vital services that protect your community as fire



1991 CENSUS OF CANADA

fighters and police officers. Their numbers are kept in proportion to the changing population of their communities with the help of the data collected by the Census.

It is easy to see that we are not just asking questions out of idle curiosity, and that all of the data collected are kept strictly confidential. We hope that you will understand the importance of your role and fill in and mail back your Census questionnaire (as soon as you can get it back from the aliens!).

What About Me?

You've seen the commercials on television and heard the ads on radio - it's Census Day and time to "Count yourself in!" But you haven't got a questionnaire. Does this mean you don't count?

Everyone counts on Census Day! If for some reason, you were missed when the questionnaires were dropped off, don't despair. Just call the Census Telephone Assistance Service (TAS). Toll-free **TAS** numbers for your local area are provided in all Census advertisements and in public relations materials (even this one!). A Census Representative will be sent out to deliver a questionnaire as soon as possible.

Okay, you've now received your questionnaire, but you don't understand a couple of the questions.

Need help? The Telephone Assistance Service (TAS) is there for you again. **TAS** numbers for each region are printed right on the questionnaire as well as the national toll-free number 1-800-267-1991. Trained staff will help you answer the questions so that you can complete the questionnaire and return it promptly.

TAS operates from May 30 to June 7, 1991 (excluding Sunday), 9:00 a.m. to 9:00 p.m. (local time). Multilingual services in up to 30 languages are available in many cities according to regional demand. Special services are also accessible for hearing impaired persons who use telecommunications devices for the deaf/teletype machines.

We're counting on you!



From Census to You - Census Products and Services

Now that Canadians have done their part in the Census (mailing in their completed questionnaires) Statistics Canada will do its part -- processing and packaging the data into products and providing services which meet the needs of Canadians.

Planning for the products began in 1989 and is almost over. It's been a long haul. Given the number of questions asked (53 on the long census form) the list of possible products was virtually endless. Add to this the range of media (publications, diskette, magnetic tape, CD-Rom) and the job of deciding on products became an almost overwhelming task.

Many products are still in development, since some User Consultations are still underway. Plans won't be finalized until September 1991 but the overall product line is looking good. Certain data products, such as the popular *Profiles* series, will not only be returning in 1991 but will again be available in electronic media.

Reference publications will be the first products available. The *1991 Census Dictionary* is scheduled to be the first product released - in January of 1992. Following the *Dictionary* is the *1991 Census Catalogue of Products and Services*, expected to be available in April 1992.

Focus for the Future will keep you up-to-date on Census products and services, just keep reading!

Census Facts

To get a feel for what is involved in preparing for a census consider the following examples.

- The printed questionnaires, approximately 21 million, when boxed and placed on skids for shipment would require 71 tractor trailers to deliver.
- If all the questionnaires were laid length to length along the ground they would stretch for 5,867 km (3,645 miles). This is enough to cover three quarters the length of the 4,730 mile (7,615 km) Trans-Canada highway.
- When information from the Census forms is being tabulated, 2.7 billion keystrokes are entered onto the computers.
- If a pool of six operators were to key all these, it would take approximately 25 years to complete the keying activity.
- 1,000 enumeration areas are processed each day through the data analysis system. This workload represents approximately 600,000 persons or the population of the Ottawa region.

Why Me?

You've just opened your Census envelope, only to find that you received the long version of the questionnaire (2B). Your neighbour received the short version of the questionnaire (2A). Why did you get the long one? What's the difference between the two questionnaires?

One in every five households in Canada will receive a long questionnaire on Census day. Each household has exactly the same chance of being selected in this sample. In other words, your household was randomly selected. When you complete your questionnaire, you will be representing four other households as well as your own.

Sampling reduces the costs of collecting information. It limits the burden on respondents because only some household have to answer all the questions. Accurate conclusions about a whole society can still be drawn from smaller samples of the population. For example, if a randomly selected sample of Canadian adults in a certain area earned an average of \$15,000 per year, it would be highly probable that the average income of all adults in the same area would be close to \$15,000.

The short form (2A) asks basic demographic questions such as name, age, sex, marital status and mother tongue.

The long form (2B) asks the same basic demographic questions plus an additional 44 questions. These extra questions are about jobs, income, education, disability, citizenship, energy and shelter costs, ethnic origin, place of birth and date of immigration to Canada.

If you have been chosen for the long form, consider yourself a special contributor to the Census. It is from your answers that a more complete picture of Canada is developed.

Gail Aubé, Christine Campbell, Christian Carbonneau, Lisa Furrie, Anna Kemeny, Linda Lewis, Susan Michalicka, Vicki Milot, Valerie Peters and Diane Roeske were all contributors to this issue.

Telephone Assistance Service

St. John's	772-1991
Halifax	426-1991
Moncton	851-1991
Montréal	283-1991
Ottawa	951-1991
Toronto	973-1991
Winnipeg	983-1991
Regina	780-7750
Edmonton	495-4000
Vancouver	666-1991

If you live within the local calling area of the places listed, dial the number shown. In all other areas, dial **1-800-267-1991** (no charge).

Focus for the Future

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ARE YOU BEING SERVED?
MARCH 1992

Vol. 6, No. 1

Are you being served?

If you need information on Canadians and how they live, be sure to call Statistics Canada...first.

The 1991 Census Public Communications and Marketing team has spent the last three years spreading the message that the Census of Population and the Census of Agriculture are the largest, most comprehensive and important data bases available on Canada and its people. Now we want the opportunity to show Canadians just how much the census has to offer.

By now, most people have forgotten about June's census. But those few minutes you spent completing and returning your form on Census Day were an important investment. When you need to know something – whether it's about your community, your industry, or your ethnic group – you can get it. Statistics Canada data analysts have translated your investment into a wealth of information.

But don't just listen to us about the usefulness of census data. We want you to hear from our satisfied customers. Data users in many fields, from health care, education, welfare to social services and private businesses, have volunteered to explain just how useful their experiences have been with census data. A satisfied customer has far more credibility than a sales person – we prefer to build solid references, not rest on a reputation.



The 1991 Census Marketing Project is client oriented. The staff at Statistics Canada offices across Canada are always looking for ways to serve you more efficiently.

Service – with a smile – comes to government. Watch for it at Statistics Canada.

Don't miss...

The release of the final Population and Dwelling Counts, Tuesday, April 28, 1992. The following article provides the details.

25,354,064 and growing...

The 1986 Census counted 25,354,064 people. How many did we count in 1991? According to population estimates produced by Statistics Canada and based on 1986 Census results, approximately 26,992,000! The real number will be known on April 28, 1992, when Statistics Canada releases the results of our "head and home count".

The April release will be the first announcement of 1991 Census results. The census results will be highlighted in *The Daily* – a daily publication of Statistics Canada which officially announces the results of all our surveys. On the day of release, *The Daily* will feature articles on how much Canada's population has grown, which provinces have been getting larger and which smaller, what cities have been getting bigger faster, as well as information on dwellings in Canada.

Two publications covering data on population and dwelling counts will be available on release day – *A National Overview* and *Census Divisions and Census Subdivisions*. The variables in each of these publications include population and dwelling counts, land area, population change and density, percentage growth and decline. The same information will also be available in electronic form.

Keep reading **Focus for the Future** for information on census products and services.

Statistics
CanadaStatistique
Canada

Canada

GEOGRAPHY

New Products For 1991

Geography products have changed since the 1986 Census. New reference and data products have been developed and others modified.

Geographical reference products

- There are now three series of enumeration area maps rather than six; they provide the same geographical scales.
- There is now a Census Geography Guide. Intended for new data users, this guide provides information on the various geographical scales of enumeration through examples. Each example refers to geographical tools that would be useful to a user who wants to carry out his or her own research.
- GEO-INFO is another new item. This system of geographical information includes reference products plus figures on population and housing. The information is centralized to make the user's work easier.
- We have also put together in the same series the reference maps of the census metropolitan areas/ census agglomerations and the maps of census tracts.

Data products

- For the 1986 Census, the figures for population and housing were issued in twenty publications, by province and territory. This time, to meet the needs of users, there will be only nine publications, by various geographical units.

- Finally, the "urban and rural" areas—one of the sub-series of sector profiles— will integrate census data on population and agriculture for the first time.

For more information on these changes and new geography products, please call the Geography Division's Client Services in Ottawa, at 613 951-3889.

Pull up a chair at Census Workshops

Life used to be so much simpler. Buying furniture for example. If you wanted a chair, you'd go to a store, sit in a few chairs, choose the most comfortable and have it delivered. Now you look in a catalogue, pay for a box with a bunch of wooden pieces, equipped with an L-shaped screwdriver and a couple of pages of Swedish instructions.

And if buying a chair in the 1990s can demand that you have the skills of a carpenter, imagine buying something much more complex. Choosing the right data product for your company can be daunting - how do you know if you're getting the information you need at the best possible price?

Statistics Canada knows its catalogue of products and services can be confusing even for the experienced data user. That is why Statistics Canada is offering seminars on a wide range of subjects to explain how to get the most use of census data at the best price.

Although the workshops will emphasize census data, the approach to the topics will be more global than simply solving data problems with census results. The 10 seminars planned include a general workshop on census highlights, a workshop to

increase understanding of the terms used in census geography, and a workshop to help people use census data to market their own products and services. There are also workshops on specific subjects such as aboriginal peoples, language, employment equity, persons with disabilities, and agriculture.

A workshop has been specifically designed for librarians and will be offered for the first time at the 1992 National Conference of the Canadian Library Association. Non-librarians might prefer the technical workshop which teaches how to get the best use of electronic or technical products using existing software programs such as Lotus 1-2-3 or dBASE to manipulate census data.

Most seminars are planned for one day or less. Full-day seminars will be organized so that content is covered in the morning, and case studies in the afternoon. That way, participants with time restrictions can participate in the morning only, and still get full course material. Costs are flexible and can be geared to even the most limited budgets.



Workshops can be scheduled through any regional office of Statistics Canada. Pull up a chair - for census workshops there's no assembly required.

Your Key to the 1991 Census Products and Services

The census is over. The information is in, and it's there for the taking. What now?

If you're curious about how to get the data you want, put your mind at ease. That's why Statistics Canada publishes the 1991 Census of Population General Reference Products. Designed with everyone in mind - from first-timers to seasoned clients - these reference tools are your key to choosing the best products and services to meet your needs.

The 1991 Census Reference Products reflect the Agency's initiative to ensure its products satisfy the information needs of users. For example:

- ✓ The 1991 Census Catalogue lists all the products and services available, and how to obtain them.
- ✓ The 1991 Census Dictionary contains definitions and detailed information on all the concepts, variables and geographic terms of the 1991 Census.
- ✓ The 1991 Census Handbook provides a clear overview of the Census.

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- ✓ The 1991 General Review summarizes the administrative aspects of conducting the Census.
- ✓ The 1991 Census Tabulation Guide lists and describes all the Census tabulations available, including the levels of geographic detail, and where they can be found.

The 1991 General Reference Products are being published in the tradition of former census reference products. However, steps were taken to reassess user needs. Prior to production of the 1991 reference products, Statistics Canada conducted interviews with our clients across the country. The resulting recommendations from these user consultations have been incorporated in the design and content of the 1991 Census General Reference Products.

For the first time, the Census Dictionary will be available in electronic format, in addition to the standard print form. The Census Tabulation Guide, another reference product, will be produced in electronic form only. The electronic format is IBM personal computer compatible diskette that operates from DOS.

To purchase any of the 1991 Census general reference products, please contact your Statistics Canada Regional Office.

We're at it again...The Teacher's Kit continues!

Just over a year ago, the 1991 Census Teacher's Kit was mailed to every elementary and high school in Canada to increase student awareness of Canada's national Census of Population. The kits, which contained six teacher-ready activities, were one of the most popular items in the highly

successful 1991 Census Public Communications Program. In fact, they were so well-received, the Census Marketing Program is extending the project and planning activities to accompany each 1991 Census data release.

Two components of the kit are planned for the first release of data, population and dwelling counts, scheduled for April 28, 1992. One component will be for mainstream students and one for ESL/FSL (English Second Language/French Second Language) students. The mainstream component will contain activities suitable for elementary, junior, and secondary students, and the ESL/FSL component will have one activity at the intermediate level.

Like the previous activities, the data release activities are flexible and adaptable to students of various ages and backgrounds. Each activity comes complete with all the information teachers and students need. Step-by-step instructions guide teachers through the activity and keep their preparation time to a minimum.

The activities accompanying the data releases will show students how decisions can be made with the information produced from the 1991 Census. Interested? Just drop us a line with your name and address and we will add you to our teachers subscription list.



It makes sense to involve our youth in Canada's national census. Today's students are tomorrow's census respondents and data users.

Tell Us What You Need

What will the range of products and services from the postcensal surveys—Aboriginal Peoples Survey and the Health and Activity Limitation Survey—include? We want you to tell us!

We produce reference products, publications, reports, profiles, microdata files and custom tabulations. But what will these products comprise? Those responsible for the Postcensal Program are presently holding a series of consultations with interested data users to find out their needs and expectations from the Aboriginal Peoples Survey and the Health and Activity Limitation Survey.

You can participate in these consultations by contacting the members of the Postcensal Survey Program at the address and telephone number given below. The release of data collected from these surveys will continue until 1994.

Postcensal Surveys Program
Statistics Canada
Jean Talon Building
9th Floor, Section C8
Tunney's Pasture
Ottawa, Ontario
K1A 0T6

Telephone: 613 951-4414
Fax: 613 951-2906

Postcensal Surveys Program



The 1991 Census Catalogue

Only Twenty Years, or, Should We Say, Twenty Years Already?

The catalogue* celebrates its twentieth anniversary this year. On this occasion, it has a brand new look! The 1991 edition has been thoroughly reorganized to make it easier to use. The catalogue has three main sections: census of population, census of agriculture and postcensal surveys. In the first two sections, users will find a complete description of all the products or services available in each of these categories: reference products, data products, personalized data products and services, analytical products, geography, workshops and seminars. Two postcensal surveys are included: the Health and Activity Limitation Survey and the Aboriginal Peoples Survey.

The 1991 Census Catalogue is intended to be more than just a reference tool; this complete reference guide will meet the present and future needs of data users through its improved, more detailed format.

After each overview of a product or service, users will see a title or name of the product or service, as well as a catalogue number, an International Standard Book Number (ISBN), prices

and a release date. Symbols (publication, diskette, map) appear next to the product or service title which indicate, at a glance, the format(s) in which the product is available.

The catalogue will be easy to recognize! Like all other census reference publications, the cover page of the catalogue will have 91 in graduated shades of blue. We plan to produce at least two versions of the catalogue: a first edition, less complete but issued much earlier, in the spring of 1992 and a second edition, available in January 1993. The price will still be very reasonable. Users will have a choice of buying catalogues for \$15 each or getting a subscription for \$20. A subscription to the products and services of the 1991 Census includes both editions of the catalogue, information and promotional material, updates on products and services, publications, seminars and workshops and more. Users will want to subscribe to the 1991 Census Catalogue to keep up-to-date on any available information.

To order the 1991 Census Catalogue, just contact the Statistics Canada Reference Centre in your region.

* For those who are interested, the first catalogue was published in January 1972. Although the French edition was entitled simply *Publications du recensement de 1971* the English version was called a catalogue. Before 1972, census publications were included in what was then called the current publications list of the Dominion Bureau of Statistics.

Gail Aubé, Christine Campbell, Susan Michalicka, Nicola Paterson, Valerie Peters, Suzanne Potvin and Rosemary Villani were all contributors to this issue.

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CENSUS OF CANADA

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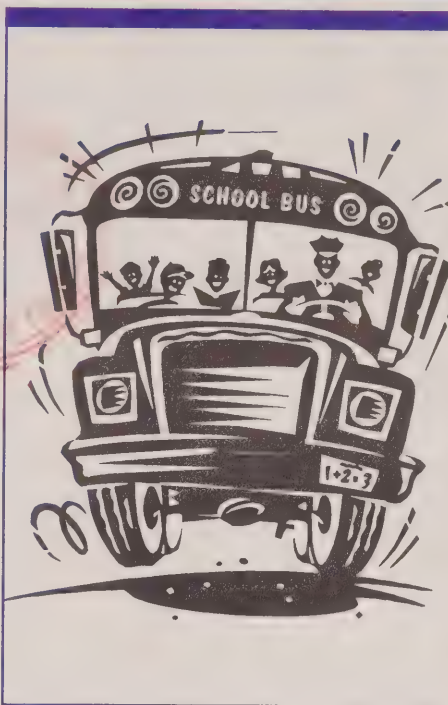
Choosing the Ivory Tower over the School of Hard Knocks

Stay in school. That's the message being delivered to young people today by employers, governments and parents. Doors are closing to people who don't have a high school education. Are students listening to this good advice?

According to the 1991 Census results, more and more Canadians are pursuing postsecondary education. Some 43% of all people aged 15 and over had some postsecondary schooling, compared with 36% recorded 10 years earlier. This increase in postsecondary learning surpassed population growth in Canada. Between 1981 and 1991, the number of people 15 and over who had post-secondary training grew 38%, while the population aged 15 and over grew 14%.

Whether it's due to a stagnant economy or the impact of new technology, it appears fewer people are able to succeed in the workplace with less than a high school education. When people in the 65 and over age group finished their high school education in the 1940s, it was still possible to succeed through on-the-job training and hard work in the "school of hard knocks". Expectations are different today and fewer unskilled and entry-level jobs exist for young people who quit school.

Women appear to be paying particular attention to the advice to stay in school.



Almost half of those with university degrees in 1991 (45%) were women. Between 1981 and 1991, the number of women with university degrees increased by a full 86%.

Now, if only people would listen to the other good advice available... we'd all be eating our vegetables and brushing our teeth three times a day.

Come to Canada — and bring your mittens!

They're not hard to recognize on university and college campuses across this country. They're often the students who start wearing their winter coats just after

A CLASS ABOVE
SPRING 1994

labour day and complain about the cold when everyone else is trying to prolong the shorts and t-shirt season. Unlike Canadian-born students, they're the ones who find snow fascinating — probably because they've never seen it before.

That's because the vast majority of foreign students studying in Canada come from countries which don't experience the delights of a Canadian winter. The 1991 Census found that there were over 43,460 foreign students aged 15 and over studying full-time and 23,610 studying part-time. The largest group of full-time students (14,400) were from Eastern Asia — including China, Hong Kong and Japan. The largest number of part-time students (6,115) came from South East Asia — which includes Vietnam, the Philippines and Malaysia.

Overall, male foreign students studying full-time outnumbered their female counterparts by a ratio of five to four, although this ratio varied for students from various areas of the world: among full-time students from South America, women outnumbered men by a margin of nine to eight while among full-time students from Africa, men outnumbered women by almost two to one.

Most university alumni publications report that when foreign student graduates return to their country of origin they take back not only their memories of Canada but a love for lots of things Canadian — like hockey, and Margaret Atwood and Radio Canada. There are no reports of foreign grads missing snow shovels and woolen mittens.



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Day-care at University?

While walking through any Canadian university campus, you might see a playground, a sand box, or even a couple of tricycles. Perhaps, you'll even come across a group of little children singing "London Bridge" as they walk in single-file.

As you may have guessed, these children are enrolled in day-care programs while their parents attend classes.

These days, university day-care programs are increasingly popular and usually have long waiting lists. Why the long lists? It's not because women pursuing a university education have more children than other women. In fact, the 1991 Census showed that the opposite is true. Higher education has been linked with lower levels of fertility. For example, the average number of children born per 1,000 women varied from a low of 1,327 for women with a university degree to a high of 2,461 for those with less than a Grade 9 education.

This same pattern existed for women who had worked recently in the paid labour force. Among married women aged 25-44 who had worked since January 1990, the average number of children born per 1,000 women was 1,627. Among women who had not worked since that date, the average number of children per 1,000 women was higher at 2,236.

The growing popularity of university day-care programs is most likely due to the fact that more women are attending university today (including women with children) than ever before. The number of women attending university grew by 25%

between 1981 and 1991. Compare this to the much smaller increase of 5% for men over the same time period. So, with the burgeoning number of day-care programs, don't be surprised the next time you visit a university campus if you catch sight of 40 small children fast at work in a game of hide-and-go-seek.

Profession: Teacher

Have you recently graduated from teachers' college? If yes, you may be interested to know that you have joined a relatively large portion of Canada's labour force. In Canada, in 1991, 2.4% of the working population were kindergarten, elementary, or secondary school teachers. This group represented 1.4% of the male working population, and 3.6% of the female working population.

Teachers fare well in terms of salary. The average annual employment income for kindergarten and elementary teachers in Canada who worked full-year, full-time in 1990 was \$39,409. For men, this annual figure was \$45,471 and, for women, \$37,694. Full-year, full-time secondary school teachers earned an average yearly salary of \$44,970. Of these, male secondary school teachers made an average of \$47,385 a year, and their female counterparts earned \$41,667 a year.

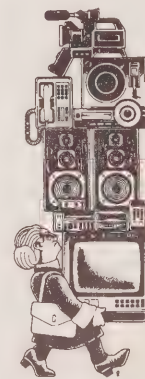
Salaries vary, however, depending upon the province or territory in which the teacher is employed. Those willing to brave the cold of the Northwest Territories were rewarded with the highest national average income for their profession. Kindergarten and elementary school teachers in the Northwest Territories earned an average of \$45,698 a year, while secondary school teachers earned \$51,262 annually. Throughout the rest of the

country, the average annual employment income for kindergarten and elementary school teachers ranged from a low of \$34,087 in Prince Edward Island to a high of \$41,889 in Ontario. The average annual employment income for secondary school teachers ranged from a low of \$39,826 in New Brunswick to a high of \$43,535 in British Columbia.

Canadians Are Movers and Shakers

Canadians have always been a mobile bunch, moving from province to province in search of jobs, education and the hope of a better future.

According to the 1991 Census, Canadians are still on the move. Almost half (47%) had changed dwellings in the previous five years, whereas in 1986, 44% of the population had moved since 1981.



One of the most mobile groups in Canada are those aged 20 to 24; in 1991, 1,169,030 of these young people moved.

Migration is popular among the young, particularly university-aged people, for many reasons. College and university students often leave home to study in another city. The shrinking summer job market forces students to relocate to the big cities in order to save for tuition fees and daily living expenses. In addition, unemployment and poor economic conditions often force young people and recent graduates to leave one province and move to another.

British Columbia was the top pick for movers in 1991 due largely to strong economic conditions. Its access to the Japanese and East Asian markets has boosted the economy and increased employment opportunities. But money isn't everything. Other Canadians are lured to the west coast solely on the draw of the Rocky Mountains and the Pacific Ocean.

To Work Or Not To Work

In times of war and during the Great Depression, it was not uncommon for teenagers to give up their education in order to work on the family farm, run the family business or find any job to help supplement their parents' income. Though times have changed dramatically since the 1930s and 1940s, this element of life appears to be returning.



The 1991 Census showed that 33% of those aged 15 and over had not completed high school, were not attending school and had not received any further training. Though no one influence can be blamed, students who work are at a greater risk of quitting school. And in 1991, almost half of students were employed each month.

According to the School Leavers Survey of 1991, students working more than 20 hours a week are more likely to leave school without earning a certificate or diploma than those working moderate hours (1 to 19 hours a week).

Intensive work involvement appears to affect men differently than women. Men working more than 20 hours a week during the 1991 school year were more likely to quit school than those not working at all. Among working women, the risk of quitting was almost equal to that of women without a job.

In decades gone by, quitting school has been largely the result of families trying to survive in difficult economic times. Although teenagers of the 1990s may still feel pressured to help support their families, many work to afford expensive wardrobes and activities.

Clearly, family background, peer culture, school experience and academic performance all play a role in how long a student stays in school. But working during the school year may pose an even greater threat to school completion.

"The rich are different than you and me"

Remember your high school literature classes and that famous quote from American writer F. Scott Fitzgerald? — the one whose novels and short stories were

always exploring the characteristics of those with money — and those without. Census data may lack Fitzgerald's pizzazz, but it can give you a current picture of the income characteristics of Canadians.

The 1991 Census indicates that the highest income families were those in which both partners worked outside the home. In 1990, the average family income for husband-wife families in which the wives worked outside the home was \$61,950. For husband-wife families in which the wife stayed at home, the effect on their income was significant. For these families, average annual income was \$40,568. Women who were raising children alone had the lowest annual income — \$26,550 in 1990.

Despite the hard economic times, over 1.1 million families had total annual incomes of \$80,000 or more in 1990. A high family income doesn't necessarily mean a big lottery win; it frequently means more family members are bringing home a portion of the bacon. The highest average income (\$78,372) was earned in families in which both spouses, and at least one child, were holding down jobs. Among these hard-working families, one in five had incomes of at least \$100,000.

Where in Canada do you find the highest average income households? Toronto tops the list at \$59,450, followed by Oshawa, Ottawa-Hull, Calgary and Vancouver. The lowest average income households are in Quebec: Sherbrooke leads at \$36,611 followed by Trois-Rivières and Chicoutimi-Jonquière.

The highest paying jobs in Canada come as no surprise. If you want to be among the top earners, pursue a career as a judge, physician, dentist, lawyer or general manager. If you have career priorities other than a large pay cheque, look for work as a bartender, cleaner, housekeeper,

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child-care worker or employee in the food service industries.

Census data can certainly tell you a lot about the income of average Canadians, but you'll have to read Fitzgerald if you want to know about the diamond as big as The Ritz...

If the Shoe Doesn't Fit...

Long ago, there was a small village with one blacksmith, one baker, one schoolteacher, one shoemaker, one innkeeper and one fishmonger. As the village grew, a second fishmonger and a second shoemaker set up shop. Free enterprise and competition were born.

Later, a third shoemaker decided to go into business. Now, not one, not two, but three shoemakers were vying for the business of a few customers with shoes to be mended. A surplus of shoemakers was born.

Census data on occupations and main fields of study for university graduates make it possible to analyse the demand for labour and determine the human resources available in a given area of the country. Using these data, Employment and Immigration Canada establishes a long-term job outlook that is useful to school guidance counsellors when they are trying to help students choose a career.

Gail Aubé, Elaine Brassard, Jeannie Buchanan, Christine Campbell, Christian Carboneau, Lisa Furrie, Jennifer MacMillan, Susan Michalicka, Nicola Paterson and Suzanne Potvin were all contributors to this issue.

A study conducted by Employment and Immigration in the fall of 1992 shows that the occupations that will have the highest rates of growth between now and the year 2000 are those of respiratory technician, systems analyst, dental hygienist, child-care worker and occupational therapist. The occupations in which the number of workers is expected to decrease are those of locomotive operator and fisherman.

As far back as 1666, a shoemaker in New France could have used census data to study his market. If these data had shown that the market was saturated, he could have repositioned himself... and started the village's first occupational retraining program.

About University

Think back to the days when you and your friends would sit at your school desk dreaming about what you would be when you grew up. Not everyone's career dreams came true, but some people did make them happen – by attending university.

Universities have changed since the days when you would sit listening to an

academic eloquently defending his thesis from the dais. Today, the selection of courses is more diverse, and more women than ever are acquiring a degree. The 1991 Census shows that the number of women with a university degree rose by 86% between 1981 and 1991, while the number of men in this group increased by only 47% over the same period. Moreover, nearly half (45%) of people with university degrees in 1991 were women.

In 1991, 254,235 women had received a university diploma in general education. Similarly, 107,110 women had earned a degree in health sciences, 64,700 in psychology, 56,250 in financial management, 50,190 in business and commerce, and 48,565 in accounting and auditing. The list continues.

Women are also gaining ground in predominantly male occupations. For example, in 1991, they accounted for 28% of the graduates in mathematics and physical sciences, compared with 26% in 1986. They accounted for 32% of graduates in specialized medicine, compared with 26% in 1986. Women had also received 49% of the degrees in pharmacology in 1991, compared with 44% in 1986. The proportion of women in rehabilitative medicine in 1991 was 89%, making this a predominantly female occupation.

It goes without saying that an education is an essential component of any self-improvement plan. But, an advanced education is also one of the key factors in getting a better job and making a better future for yourself.

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THE MODERN MAN
SUMMER 1994

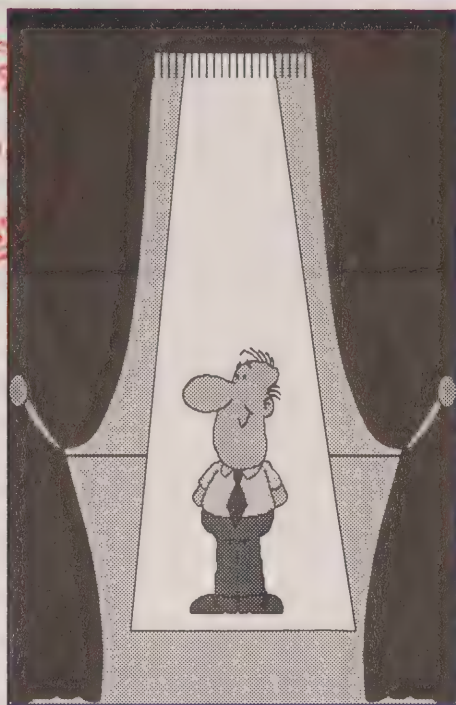
Debunking Male Myths

any female who has lived with a father, brother, uncle, spouse, boyfriend or son will tell you — men can be a mystery.

Nevertheless, as long as women and men are sharing the planet, they'll be trying to better understand each other. And if you're looking for clues to the male mystique, you'd better look at census results as well. Because the census may just cause you to look at the men in your life a little differently.

To hear men talk with affection of their single days, for example, you'd think they'd stay footloose as long as they could. But they don't. Although there are more single males aged 15 and over than single females, almost half — 49% — of all men in the same age group were married (or separated). There are also fewer widowers and fewer divorced men than their female counterparts, which suggests that when a man loses his wife, he soon looks for and finds another.

Some men can get depressed on their 30th or 40th birthdays — if they connect these events somehow to their thinning hairlines and widening girths. But census results would tell them that it's the 23rd birthday that's critical; that is the first time that men lose their numerical superiority. They stay



a minority until age 43 when they outnumber women again by a very small margin — about 700. But within 10 years, the effects of living catches up with men again and by age 54 women outnumber men, and continue that way for all other age groups.

Are there any final frontiers for Canadian men? The west and north remain a male preserve, with men outnumbering women in all age groups in Alberta (until age 65) and the Northwest Territories (until age 85).

Do real men eat quiche?

The census can't answer that question, but it could tell us something about the men who can cook it. Although the numbers of men who study traditionally female disciplines remain relatively small, the census does reveal some interesting things about those men who choose to pursue their educational training in non-traditional or female-dominated fields.

More men had some post-secondary training in the fields of fine and applied arts in 1991 than five years earlier — over 24,000 more. This increase was split almost evenly between those men aged 25 to 44 (11,365) and those aged 45 to 64 (11,165). Men outnumbered women in the fields of graphic and audio visual arts by almost two to one and in printing and publishing by more than four to one.

Fewer men held qualifications as general or medical secretaries in 1991, but a greater number were qualified to be legal secretaries or word processors. In the five years between 1986 and 1991, the number of men aged 15 or over who held a degree or diploma in household or domestic sciences dropped from 1,020 to 385, but then the number of women with qualifications in that

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field declined as well (from 7,300 to 5,470).

The number of males who held a degree, diploma or certificate in beauty culture or cosmetology rose from 935 to 1,140 between 1986 and 1991. Surprisingly, the bulk of the increase was among men aged 45 to 64; their numbers almost doubled from 145 in 1986 to 280 in 1991.

Not Just for Laughs

Some situations strike comedians as always funny. The war between the sexes, precocious children, the absurdities of modern life — these are all the staples of stand-up comedy routines — from Wayne & Shuster to SCTV. One situation that crops up frequently as a source of humour is men coping with domesticity — particularly raising children alone. It's as if the concept of a man coping with a traditionally female role is so rare it strikes people as funny.

It's not that rare for men to be coping with parenthood alone. According to the 1991 Census, there were 165,240 men in Canada raising children alone, which represents 17.3% of all lone-parents. Male lone-parents are rarely responsible for big families; 62% had only one child, compared to 58% of female lone-parents and 35% of married couples.

With an average income of \$40,792 in 1990, few male lone-parents could afford to hire a butler to help with child care — as they seem to be able to do on television comedies. In fact, nearly one-quarter of them had a total income of less than \$20,000. Male lone-parents do seem to have some security though;

more than one-half of all male lone-parents owned their own dwellings (albeit with average monthly mortgage payments of \$968 per month).

Ontario (with a rise of 11.2%) and Alberta (with 10.2%) saw the largest increase in the numbers of male lone-parents between 1986 and 1991. So while the number of male lone-parents does not come close to matching their female counterparts, the data seem to indicate they're seriously in control of parenting on their own.

I do, I do!

Is Cupid an equal opportunity marksman? When the little god of love aims his arrow, does he strike at the hearts of men with an accuracy that prompts them to think about marriage and commitment?



Men today are waiting until later in life to get married. In 1991, only 18% of men aged 20 to 24 were married. This figure climbed to 53% for men aged 25 to 29, and 72% for 30 to 34 year olds. This can be compared with the 1986 levels of 20% of men aged 20 to 24, 59% of 24 to 29 year old males, and 77% of 30 to 34 year olds.

Common-law unions have become more and more popular among young men. In 1991, 9% of men aged 20 to 24 had chosen to live in a common-law union rather than within the bonds of

matrimony. The same choice had been made by 13% of men aged 25 to 29 and 11% of those aged 30 to 34.

Sooner or later, most men opt to get married. The idea of riding in a limousine in the arms of their beloved seems to become more appealing as they grow older.

“I’ll always be there...”

Roch Voisine never specified where exactly when he wrote his recent hit, but if you're looking at where men are in Canada, you may be surprised.

In fact, according to the 1991 Census, the ratio of unmarried males to unmarried women is highest in Thompson, Manitoba, Fort McMurray and Grand Centre, Alberta, Labrador City, Newfoundland and Kitimat, British Columbia. However, despite these statistics, the five cities may not be abounding with eligible bachelors. Why not? Well, when the sex ratios are calculated for the five cities, they include males of any age. That means that toddlers and teens may outnumber guys and gents.

The Census discovered that as far as single men aged 30 to 49 were concerned, “go west, young man,” were words they lived by. Prince Rupert, British Columbia, Fort McMurray and Grand Centre, Alberta, and Estevan, Saskatchewan, all have about 50 extra men for every 100 women. Kitimat in British Columbia, however, takes the prize for an abundance of men: this is the place where there are over 200 single men, aged 30 to 49, for every 100

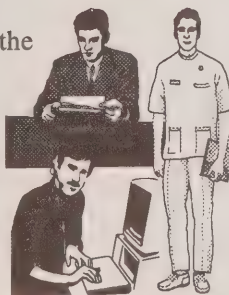
women of the same age. This means that, in Kitimat, there are about two single men in this age category for every woman.

The ratio of men to women begins to shift dramatically when you turn your attention to men aged 50 to 64. In this age group, women outnumber men in most areas of the country. However, in this age group, Labrador City, Newfoundland, boasts a ratio of 133 men for every 100 women. Thompson, Manitoba, Fort McMurray, Alberta, and Kitimat and Terrace, British Columbia, also have more single men aged 50 to 64 than single women in the age group.

By the time the 1996 Census rolls around, it will be interesting to see if these ratios have been dramatically altered. The Census will tell us if large numbers of single women from other parts of the country have decided to move.

Excuse me, Ms... oops, Sir

Do you do a double take when a nurse at the local hospital has a moustache? How high do you raise your eyebrows when a VP's secretary has a tenor voice and a receding hairline?



Guilty, eh? Shame on you! We all know that more and more men are employed in what are known as traditionally female occupations. Our attitudes should be changing along with the stats. The problem is the stats aren't really changing all that much.

The 1991 Census data show very little change in the proportion of men employed in traditionally female-dominated occupations as compared to the 1986 Census. For example, in nursing, therapy and related assisting occupations, the proportion of men has remained the same at 10.4%. In clerical and related occupations, the male share represented 21.6% in 1991, up slightly from 21.3% in 1986. There was also little or no change in other traditional female occupations such as social workers; elementary and secondary school teachers; food and beverage service workers; and textile, fur and leather fabricating, assembling and repairing workers.

Thus, the share of males to females in the traditionally female occupations has remained generally constant from 1986 to 1991. So why aren't things changing? Researchers have come up with several possible reasons. To start, men who enter a clerical position often see it as an entry job or stepping stone and move on to a traditionally male occupation, such as an administrative or management position.

But perhaps it's that traditionally female occupations are at the lower end of the pay scale that discourages men from pursuing them as careers. It certainly appears to be the reason that women are moving in greater numbers to male-dominated professions.

Focus for the Future is produced by the Census Communications Project at Statistics Canada. Reprinting is welcome. Address your comments and suggestions to the editor:

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Attention!



Remember those little plastic soldiers, olive drab all over, that were so often the most treasured and coveted of boyhood gifts? Some would be lying down, firing with their rifles in the prone position, while others would be standing up, aiming their pistols. For a while the entire living room became a battlefield, until a bare-footed Dad accidentally stepped on a platoon commander.

The soldiers came without instructions or warnings about violence. Military strategies were quickly developed and executed. Looking at these little men in green, children learned at a very young age that the military life was a man's life.

But this is simply not the case. On the 1991 Census form, 16,520 males and 2,000 females identified themselves as officers in Canada's Armed Forces. In addition, there were 47,115 men and 7,540 women in other ranks, not counting members of the reserve forces.

Those little plastic soldiers may have survived the wars that children used to put them through, but they haven't managed to keep pace with the changes taking place in the real world.

The 1991 Census Results Teacher's Kit...still growing

Keep your school year on the right track with the 1991 Census Results Teacher's Kit!

This kit features the latest information from the 1991 Census and contains activities developed and tested in the classroom by a professional educator. Six series of activities are now available: Population Counts, Personal Profiles, Spotlight on Change, The Immigration Story, Linguistic Diversity and Canadian Agriculture Today.

The last three series were released this spring. In The Immigration Story, students use census data to analyze Canada's emerging immigration patterns. The Linguistic Diversity Series exposes students to the various languages spoken in Canadian homes as well as recent changes in home language and mother tongue patterns. In the Canadian Agriculture Today Series, students become more familiar with agriculture and Canada's ever-changing agri-business.

The 1991 Census Results Teacher's Kit is free, with activities available at the elementary, junior and secondary grade levels.

To order a copy of the kit and receive future activities, contact the Census

Gail Aubé, Elaine Brassard, Christine Campbell, Christian Carboneau, Lisa Furrie, Susan Michalicka and Lyne Bélanger were all contributors to this issue.

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There is no commuting in heaven

Just imagine ... no crowded buses, no traffic jams, no tepid office coffee and no brown-bag lunches. In 1991, this dream was a reality for 8% of those Canadians aged 15 and over who were participating full-time, full-year in the labour force. For those living in Census Metropolitan Areas in 1991, 5% of the working men, and 5.5% of the working women lived this idyllic existence. These people don't have to worry about snow storms, transit fares or crowded office cafeterias; they just have to walk down a hallway or up a flight of stairs to commute to their offices. They eat their lunches at home and drink their own fresh-brewed coffee. These fortunate people work at home.

Nationally, Saskatoon had the most people working out of their homes in 1991. The highest percentage of both the male and female employed labour force working at home lived in the CMA of Saskatoon, 7.3% and 8.0% respectively. The second

and third place locations for "home work" were Victoria and Vancouver. In Victoria, 6.8% of the male, and 7.8% of the female employed labour force worked at home. These percentages were 6.5% and 7.4% for Vancouver.

Who are these lucky people? What do they do for a living? We know that nationally, 26% of the people who work at home are farm operators of some description. As for the other 74%, well...so far, we can only imagine.

Now available

Statistics Canada has just released *Preliminary 1996 Census Metropolitan Areas and Preliminary 1996 Census Agglomerations with urban core populations of at least 50,000.*

These two reports show preliminary boundaries for the 1996 census metropolitan areas and census tracted census agglomerations. Both reports outline the methodology used in defining the census metropolitan areas and census agglomerations. As well, each census metropolitan area and census tracted census agglomeration is presented on a map showing its component municipalities (census subdivisions) along with a table showing the 1996 and 1991 inclusion criteria by census subdivision.

To order these reports, at a cost of \$30 each, or for more information, call GEO-HELP at 613 951-3889; fax: 613 951-0569.

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Focus for the Future

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FAMILY PICTURE
FALL 1994

Vol. 8, No. 3

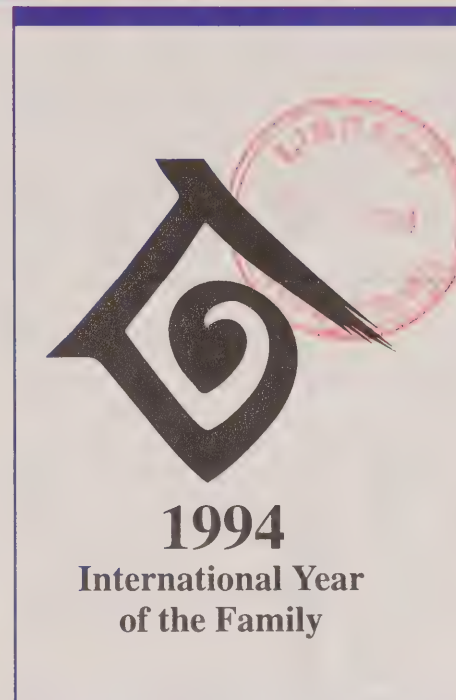
The Marrying Kind

A young couple beginning their married life together...a timeless and beautiful sight. However, marriage has not always been as popular as you might think.

In the early 20th century, Canadians married late and many stayed single their entire lives; more than 10% of people were still single at age 50. The effects of the Great Depression caused a lot of people to postpone getting married. Among those born between 1906 and 1914, the average age at first marriage was 28 for men and 25 for women. The declaration of war in 1939 was an impetus for many young men to declare their intentions, and as a result, marriage age dropped for those born in the late 1910s and early 1920s, to 27 for men and 24 for women.

After the war, from the mid-1940s to the 1960s, people were more likely to marry and marry at a younger age. The average age at first marriage for men dropped to 26 for those born between 1924 and 1929 and to 25 for those born between 1930 and 1938. Average ages at first marriage for women in the same age groups were 23 and 22, respectively. At age 50, only 5% of the population born in the 1930s remained unmarried.

Since the 1970s, marriage has become less common and occurs later in life. By 1973, marriage rates among single people had



dropped significantly, reaching levels in the 1980s and 1990s comparable with those at the height of the Great Depression. This decline led to a corresponding increase in the number of singles — which also surpassed 1930s levels.

When people fall in love, it's not always forever. Since 1980, the proportion of marriages dissolved by divorce has risen dramatically. Although divorce accounted for only 2% of marriage dissolutions between the two world wars, it represented 9% to 12% of dissolutions during the 1950s and 1960s. This share climbed to 28% in the early 1970s and reached 42% in 1990.

Home alone

More and more people in Canada live alone. In 1961, less than 10% of all private households were one-person households. Three decades later, over 2.3 million people lived alone, some 23% of all private households.

Factors contributing to the growth in the number of one-person households were the aging of the population and increases in marriage breakdown. Differences in mortality rates between men and women have continued to result in rising numbers of elderly widows living on their own.

Overall, nearly two-thirds (63%) of Canadian householders owned their own homes in 1991. Compared to family households, one-person households were much less likely to own their own home. In 1991, 72% of family households were homeowners, while this was true for only 37% of one-person households. The rate of home-ownership varied considerably among Canada's census metropolitan areas. Home ownership among those living alone was highest in St. Catharines-Niagara, Ontario, where almost half (49%) of those living alone owned their own home. One-person households in Montréal were least likely to own their own homes — only 19% of those living alone owned their own home.

A Sandwich Generation — to go

The elderly population is living longer and increasing in number and more young adults are forced by personal and economic reasons to remain in their parents' homes. As a result, this middle generation has become sandwiched by the needs of their children and their parents.

In 1991, among a total population of about 27 million, 21% were under the age of 15, 48% were between the ages of 15 and 44, 20% were aged 45 to 64 and 12% were aged 65 and over. This represents a large change from 30 years earlier when 34% of the population was under the age of 15 and only 8% were seniors.

Women traditionally provided both child and senior care but with 45% of women now in the labour force, they have less time available to carry these responsibilities. According to Statistics Canada's *Time Use Survey*, women who work full-time and who have children under six did an average of 5.4 unpaid hours a day of additional work, compared to the 3.4 hours contributed by their husbands. It might seem that the trend towards having smaller families — the average family was only 3.1 persons in 1991 — might alleviate the pressures on women to provide care; but in fact, it means there are fewer hands available to help.

Is there a way to solve the sandwich crunch? In a recent issue of *University of Toronto* magazine, sociology professor Bonnie Fox examined whether

private families should be responsible for both child and elder care. Life, she says, would be easier for today's parents if their children were more of a communal responsibility, as it was in the past when care-giving was shared among extended family members, domestic help and other employees.

Maybe the solution, then, is to make sure that everyone shares the sandwich.

It's a whole other world

The minute a couple announces they're expecting a baby, their friends and relatives nod wisely and tell them life will never be the same...



Still, there must be some intangible appeal to parenthood, because the majority of families had children living at home. Nearly two out of three of all families had children living at home in 1991. And among people living common-law, the percentage of couples with children at home was 41.6%, an increase of 4 percentage points in five years.

Nevertheless, the number of couples without children at home increased 17% from 1986 — over three times the 5.4% increase in the number of families with children. More than one million (or 14%) of these families were childless, while the remainder (21%) were empty nest families in which the children had left home.

Happy Year of the Family!

The United Nations General Assembly has proclaimed 1994 as the International Year of the Family. It called upon member nations to organize activities to promote a greater awareness of the family as a natural and fundamental unit of society.

Despite dramatic cultural and societal changes that have affected all countries world-wide, the family does remain the primary source of nurturing — transmitting its moral and cultural values to its members. However, family structure is changing. Increasing economic and social burdens are placed on families, which weaken the fabric of family unity. A year devoted to strengthening family ties is a valuable demonstration of society's commitment to this important unit.

Statistics Canada has devoted considerable time and attention to the analysis of issues affecting families in this country. During 1994 and in the year leading up to the International Year of the Family, Statistics Canada published a wide range of studies on this important topic.

Families: Social and Economic Characteristics (Cat. no. 93-320, \$40) examines some of the important social and economic characteristics of families. It looks at, among other things, dwelling characteristics — including the number of families that lived in a dwelling owned by one or more members in 1991. Nearly two-thirds of home-owner husband-wife families with children at home, for example, had a mortgage. Among husband-wife families without children at home, the proportion dropped to just over one-third.

part of an ongoing series, the Census published *Families, 1991 Census Technical Reports* (Cat. no. 92-328E, \$20), a reference document designed to help data users understand and interpret data on the family. The report looks at concepts and definitions, data collection, data assimilation, edit and imputation, data evaluation and historical comparability.

Published in December 1992, *Lone-parent Families in Canada* (Cat. no. 89-522E, \$40) contains still current and valuable information about one of Canada's fastest-growing types of families. Between 1971 and 1991, the number of lone-parent families in Canada doubled. In comparison, the number of husband-wife families (including now-married and common-law couples) grew by 39.9%.

Basic Facts on Families in Canada, Past and Present (Cat. no. 89-516, \$10) provides a historical perspective on family change. For example, over the past two decades, marriage rates have generally decreased, while divorce rates have increased. In 1991, there were 6.4 marriages per 1,000 population compared to 8.9 in 1971. The divorce rate was 2.8 per 1,000 population in 1991 compared to 1.4 in 1971.

Released late in 1993, *A Portrait of Families in Canada* (Cat. no. 89-509, \$37) examines a variety of important issues affecting family life. In 1990, for example, nearly one million Canadian families had incomes below Statistics Canada's Low Income Cut-offs. Lone-parent families — especially those headed by women — were particularly hard hit, with three out of five lone-parent families headed by women under the age of 65 living on incomes below the Cut-offs.

Perhaps the most comprehensive of the general use publications to be released in commemoration of International Year of the Family is *Families in Canada* (Cat. no. 96-307E, \$12), one of Statistics

Canada's popular *Focus on Canada* series. This report looks at demographic trends and the diversity of family structures, the living arrangements of children and seniors in a family context, work/family responsibilities and economic well-being and time use.

All of the publications with the exception of the *Focus* series are available by contacting your nearest Statistics Canada Reference Centre or by calling the toll-free order line at 1 800 267-6677. The *Focus on Canada* series may be ordered directly from Prentice-Hall, telephone 1 800 567-3800 or fax 1 416 299-2529.

What is a Family?

Everyone knows what a family is. If you think back to your primary school reader, it's a father, mother, two children — named Dick and Jane — a dog named Spot and a cat named Puff. It's not quite as simple in the 1990s.



Many childless couples consider themselves to be families. Families can be unmarried couples living together, either with or without children. Families can also combine parents with children from previous marriages and children from a present union. Many of these consider themselves to be a family as do multi-generational groups of grandparents, parents and children.

Two official definitions for family are included in the *1991 Census Dictionary*. A *census family* refers to a now-married

couple (with or without never-married sons and/or daughters of either or both spouses), a couple living common-law (again, with or without never-married sons and/or daughters of either or both spouses), or a lone parent of any marital status, with at least one never-married son and/or daughter living in the same dwelling. An *economic family* refers to a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law or adoption.

The difference between a census and an economic family is similar to the popular distinction between a *nuclear* family and an *extended* family. A nuclear family is made up of the union between a man and a woman and their offspring, usually living together in their own dwelling. When the nuclear family is expanded to include the parents of the man or woman, or their siblings or the spouses of their children or other relatives, this arrangement is called an extended family.

Census, economic, nuclear or extended — everyone is connected to one of these types of families. Everyone except Spot and Puff, that is.

Census data at your fingertips

Even if you have only a casual interest in demographic trends, you know that the data available from the Census can appear comprehensive and complex. It can be a daunting task to look for specific information from the Census unless you are an experienced data user.

For many, the ideal Census product would be an inexpensive, easy-to-read summary of the major findings of the Censuses of Population and Agriculture, as well as the

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various post-censal surveys, in a compact, desk-top reference publication.

If that is what you're looking for, look no further than the *1991 Census Highlights* (Cat. no. 96-304E, \$10). Available in either English or French, this publication contains the analytical highlights originally published at the time of each data release from the 1991 Census. The text was written for the general public, and is illustrated with helpful graphs and tables, which make the analysis crystal-clear and interesting. *1991 Census Highlights* is available by contacting your nearest Statistics Canada Reference Centre or by calling the toll-free order line at 1 800 267-6677.

It was better in the good old days

We often reminisce about the simple life of the good old days, but were things truly different in the past? Census data tell the real story.

For example, many of us remember our mothers in their roles as homemakers, and therefore assume that most mothers didn't work outside the home. But some portion of women have always worked outside the home. In 1961, 19.5% of all husband-wife families had both partners in the labour force. Of the total number of working women, almost 14% had children aged 15 or under living at home. Today, of course, a far greater number of women are in the labour force, particularly women with children.

Gail Aubé, Elaine Brassard, Christine Campbell, Christian Carbonneau and Susan Michalicka were all contributors to this issue.

In 1991, 70% of women living with their spouses and with some children at home participated in the labour force.

It might seem that because more people attended church or synagogue in the 1950s and 1960s, it would be safe to assume that people were more religious back then. The Census doesn't ask about church attendance — but it does ask about religious affiliation. Canada was predominantly Protestant in the 1950s and 1960s; 50.9% of the population was Protestant in 1951 and 48.9% in 1961. Catholics — both Roman and Ukrainian — were the dominant religious affiliation in Canada in 1971; at that time, they exceeded Protestants by 2.9 percentage points and that margin had grown to 9.5 percentage points by 1991. However, religion seemed to have less importance for a greater number of Canadians in 1991 compared with the 1950s and 1960s. Then, less than 1% of the population claimed to have no religion (0.4% in 1951 and 0.5% in 1961) compared with 12.4% in 1991.

Raising children – on your own

Lone-parent families, although fewer in number than married couple families,

have increased at a much faster rate. Between 1986 and 1991, the number of lone-parent families increased by 12%, with lone-parent families headed by women increasing at a slightly faster pace (12%) than lone-parent families headed by men (11%).

There were considerable regional variations in the growth of male and female lone-parent families during the 1986 to 1991 period. While the number of male lone-parent families did not increase in either of the territories, the Yukon had the greatest increase in the number of female lone-parent families (25%). Ontario followed with an increase of 19% and was tied with Alberta for the largest increase in the number of male lone-parent families (14%).

In 1991, lone-parent families represented 13% of all families, up from 12.7% in 1986. This proportion was the highest in the Northwest Territories, where 16% of all families were headed by lone parents, followed by the Yukon Territory (15%) and Quebec (14%). In Saskatchewan and Newfoundland, the proportion of families headed by lone parents was the lowest – slightly under 12%.

Lone-parent families headed by women continued to outnumber those headed by men by four to one. In 1991, 82% of all lone-parent families were headed by women; little changed from 1986 and 1981. Female lone parents tended to be younger than their male counterparts, with 61% of female lone parents aged less than 45, compared to 46% of male lone parents.

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Focus for the Future

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Vol. 9, No. 1

A MOVING EXPERIENCE
WINTER 1995

Mobility – Canadians are on the move

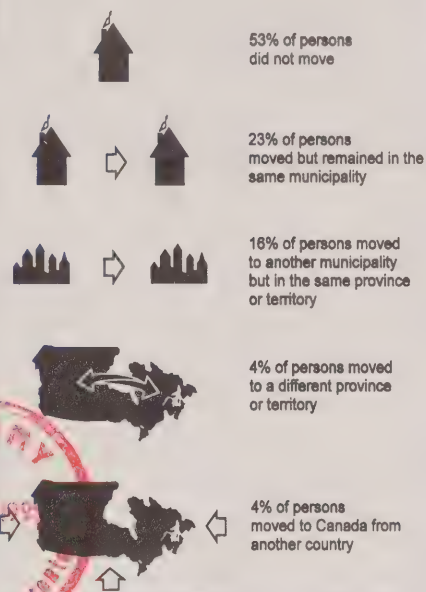
Every year, many thousands of Canadians change their residence, moving from one province to another, one city to another or simply to a new house within the same city. With birth rates low and no major fluctuations in mortality rates, movements in the geographic locations of people have become a critical source of regional, provincial, municipal and local population change.

Information on migration has been collected in the Canadian census since 1961. It is important to all levels of government, as well as to municipal planners and various private sector businesses, in determining future needs for housing, education, social services and employment.

What exactly is meant by mobility? The Census measures this concept by comparing a person's usual place of residence on census day with his or her residence on the same day five years earlier. In 1991, for the first time, the Census also asked where a person lived one year before Census day. If someone had lived in a different place five (or one) years before Census day, that person was designated a mover, or migrant.

Between 1986 and 1991, 23% of the population moved within the same municipality, 16% moved between

Mobility Patterns Between 1986 and 1991:



municipalities within the province and 4% moved from one province or territory to another. Census data show that most Canadians who changed residence were involved in short distance moves; the rate of mobility decreased with the distance of the relocation.

The most mobile people lived in the Yukon and Northwest Territories, where about 65% of the population moved between 1986 and 1991. British Columbia and Alberta have always had substantially higher proportions of their population mobile. People in the Atlantic provinces were the least mobile, with the percentage of movers lowest in

Newfoundland (only 28% of the population changed residence).

At the national level, the population aged 20 to 39 was the most mobile of age groups. Among adults, the propensity to move declined steadily with age, reaching a minimum among those aged 65 and over. In this age group, only two out of every ten people moved between 1986 and 1991.

Pre-school age children were very mobile, but this was generally because they were moving with their parents who were in the early years of their jobs and family formation.

The people who were most likely to move were those who were separated or divorced. Those who were married, on the other hand, were less likely to move. (The presence of school-aged children, the employment of working spouses and other family obligations may exert a discouraging effect on married people who might be considering a move.) Mobility and migration rates for married people dropped even further for older people.

Widows and widowers were also less mobile, particularly when long distance moves were involved. This was not particularly surprising, since many widows or widowers were in the later stages of their lives.

Education was perhaps the most important personal characteristic associated with the propensity to move according to the 1991 Census. This is probably because better-educated people



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are not only exposed to information about places that may provide better employment opportunities but they are more likely to have better employment credentials and more marketable skills, making it easier for them to consider transferring to another location.

The proportion of Canadians who moved from one place to another between 1986 and 1991 increased with the level of education. Those with the lowest levels of education moved least often: among those with less than nine years of schooling, the proportion was 30% compared to 56% among those with a university degree. Between these two extremes were those with 9 to 13 years of schooling (42%), holders of a secondary school diploma (46%) and those with some post-secondary education (51%).

Once you've changed countries, what's another move?

Most immigrants choose a destination in the host country that provides them with the least amount of cultural shock and the greatest amount of economic opportunity. However, after having moved to the host country they may not be as attached to a certain place as those born in a country. Consequently immigrants are often more mobile than native-born Canadians.

Immigrants to Canada have come from different socio-economic groups and have arrived here at different periods, both factors which influence their willingness to relocate. When one adjusts for age factors, migration rates for immigrants who moved within the same province between 1986 and 1991 were highest among those from Northern Europe (18.7%), Western Europe

(18.2%) and the United States (17.1%). Immigrants from Southern Europe (12.6%), Southeast and East Asia (13.6%) and Eastern Europe (14.6%) tended to have a lower mobility rates.

Patterns were very different in the case of immigrants moving to different addresses within the same city. Southeast and East Asian immigrants moved most frequently within the same city: 33.5% moved compared with 27% among all those foreign-born. Immigrants from South and West Asia and Central and South America and the Caribbean ranked the next highest, with a mobility rate of 30%. The least mobile were those from West and South Europe, and the United States, with rates close to those for the Canadian-born (23%).

Why were some immigrants more mobile than others? It is likely that these groups share other characteristics of high mobility, such as age and education. However, even when adjustments were made to account for these differences, some groups still showed a high degree of mobility. For example, immigrants from Southeast and East Asia regardless of educational background remained highly transient within the same city. Similarly, Southern Europeans remained the least mobile.

There are also mobility differences among immigrants, based on the length of time they've lived in Canada. Immigrants who arrived in Canada between 1981 and 1985 had much higher mobility rates than Canadian-born individuals, but the rates were much lower for immigrants who had arrived earlier. It was during the initial period following their arrival that immigrants seemed prone to move, most likely while they looked for suitable jobs and neighbourhoods. Perhaps once they found a place to call home, they preferred to stay there.

It's work to move, but you move to work

You have to be fairly motivated to want to pack up all your belongings and relocate, particularly if you're going to incur the expense of a long distance move.

One of the best motivations for moving is to pursue work. At the national level in 1991, the unemployment rate among interprovincial migrants was 9.8% – slightly lower than the overall unemployment rate of 10.2%.

Migrants in the Atlantic provinces, Quebec and the two territories experienced higher unemployment rates than migrants in other regions, though appreciably lower than the national unemployment rate. Newfoundland stood out clearly among these, with an unemployment rate of 20.8% among migrants – the highest in the country. This high unemployment rate was to be expected, given the high overall level of unemployment in that province – but it is still significant to note that unemployment among movers in this province was seven percentage points lower than the provincial average.

The story was different for Manitoba, Saskatchewan and Alberta, where interprovincial migrants experienced higher unemployment rates than did the total population. Between 1986 and 1991, a period of relatively slow employment growth, these provinces suffered heavy population losses through migration. It is likely that people who chose to migrate to this region had to face severe competition with the local population and therefore, higher unemployment.

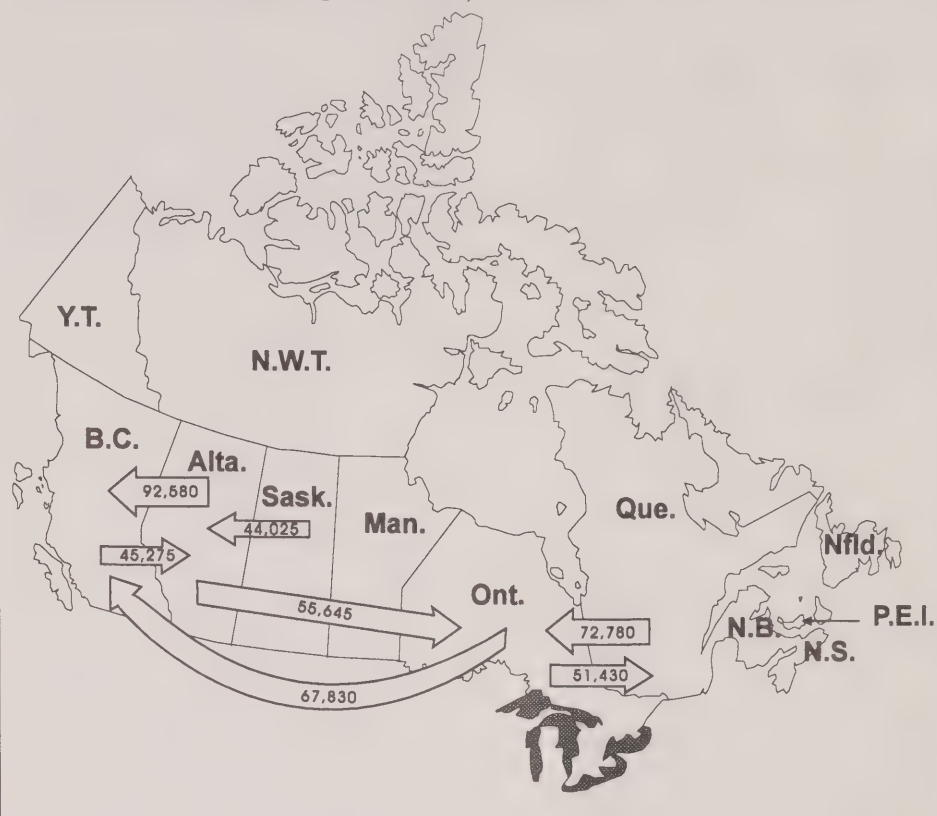
Does it pay to move?

Moving is expensive. Costs can include monetary losses in buying, selling or renting a home, increased prices for food, housing and transportation and lost earnings while travelling and searching for employment. There is a psychological impact, as well, in being separated from family, friends and familiar surroundings.

The census doesn't measure the costs versus benefits of moving – that is the money one spends on moving compared to the personal benefits that can be realized after relocating. But it is possible to use census data to examine the impact of migration on individual income. The (age-adjusted) average income of men aged 20 and over who had moved from one province to another was \$33,685 in 1990, slightly higher than those who had moved from one municipality to another within the same province (\$32,292). Men who had not moved between 1986 and 1991 had lower average incomes of \$30,897.

Moving is not as rewarding for women. Like men, average (age-adjusted) employment income for women who did not change their residence during 1986 to 1991 was low; but at \$11,390, it was much lower than their male counterparts. However, the income of women who migrated from one province to another was equally low – at \$11,513. This was 4% lower than the employment income for all women. While interprovincial migration helps to improve the economic position of men, it has a short-term detrimental effect on the income of women who move. This may be because women are more likely to move to join their spouse or family at the expense of their employment – thus experiencing a loss in earnings.

Largest Interprovincial Migration Flow, 1986-1991



Where people want to go

In recent years, British Columbia has been the destination of choice; for relocators this west coast province had the most population growth through interprovincial migration between 1986 and 1991, gaining 126,000 persons. It was also the only province to experience a net gain of population throughout the entire period from 1976 to 1991.

Ontario was popular with migrants as well. Between 1986 and 1991, Ontario gained 47,000 persons through migration. Although Ontario attracted the largest number of in-migrants during this 5-year period (270,000), it also

experienced the largest out-migration as well (223,000), which resulted in only a small net gain.

During the 1981 to 1986 period, Ontario's migratory net gain was the largest, at 99,000 persons, while it actually lost residents between 1976 and 1981. In Ontario, the fluctuation of migratory gains and losses over the three census periods was due to out-migration; in-migration remained virtually unchanged.

Quebec and Saskatchewan have both suffered persistent population losses as the result of migration. Quebec's net loss slowed from 142,000 from 1976 to 1981 to 26,000 from 1986 to 1991. The reverse occurred in Saskatchewan; whose net loss rose from 6,000 to 60,000 during the same intercensal periods.

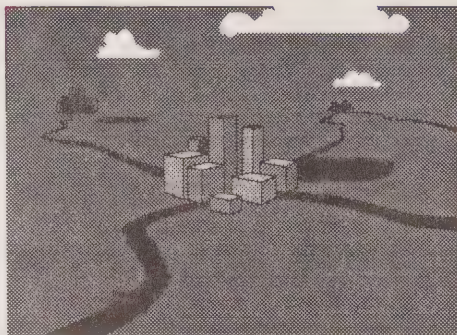
Bright lights, big cities vs. country charm

Canada is one of the most urbanized countries in the world: in 1991, a full 77% of its population lived in urban areas. This is largely due to the well-known migration from rural to urban areas that occurred during this century – particularly after the Second World War. However, this trend suddenly changed in the early 1970s, when for the first time, migration from urban to rural areas outnumbered the reverse, a phenomenon that has continued into the present.

Between 1986 and 1991, 635,000 persons moved from rural to urban areas, while 924,000 moved in the opposite direction, resulting in a net loss of 289,000 city-dwellers. Although in relative terms, a large proportion of the Canadian population was still drawn to urban areas, this has slowed down.

The 1980s saw a revival of the long established tendency of urban concentration that subsided in the 1970s. Large cities had become centres of attraction once again. The proportion of the rural population migrating to urban centres with populations 100,000 and over increased from 32% between 1971 and 1976 to 34% during 1976 to 1981, and to 38% during 1981 to 1986. The trend was particularly pronounced among those who had moved from smaller urban

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centres (less than 100,000) to larger ones (over 100,000).

However, this revival was short-lived as large urban centres lost their charm again by the late 1980s. Between 1986 and 1991 smaller proportions of rural people and small-city dwellers were moving to the largest urban centres.

It will be interesting to find out from the next Census if country living continues to beckon city-dwellers, or if once again, the attractions of urban life draw people back to the city.

Getting more information on mobility

For anyone who is looking for detailed information on migrants and movers,

Statistics Canada Offices

Ottawa 951-8116	Toronto 973-6586 1 800 263-1136	Winnipeg 983-4020 1 800 661-7828
Calgary 292-6717 1 800 882-5616	Edmonton 495-3027 1 800 563-7828	Vancouver 666-3691 1 800 663-1551
Regina 780-5405 1 800 667-7164	Halifax 426-5331 1 800 565-7192	Montréal 283-5725 1 800 361-2831

Statistics Canada has a variety of Census sources to consult.

Mobility and Migration (cat. no. 93-322, \$40) presents data on mobility and migration derived from 1991 Census questions on place of residence one year ago and five years ago. Migration streams and selected socio-economic characteristics of migrants are provided by origin of destination, showing levels of in-, out- and net migration.

Any of the Area Profiles taken from the 20% sample of the population will show the mobility status of the population living in specific census areas, including census divisions and subdivisions, federal electoral districts, urban and rural areas and more. The cost of profiles depend on the specific area being ordered.

Mobility data are just one of the census results covered in *1991 Census Highlights* (cat. no. 96-304, \$10). This publication contains all the data releases from the 1991 Census as they originally appeared in *The Daily*, Statistics Canada's official release bulletin. This compilation of releases provides a handy desktop reference of major findings from the Census. These publications are available by contacting your nearest Statistics Canada Reference Centre or by calling the toll-free order line at 1 800 267-6677.

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Focus for the Future

CENSUS · 1996 · RE-CENSUREMENT

Vol. 10, No. 1

SUMMER 1995

Canada's next census of Population and Census of Agriculture will take place on Tuesday, May 14, 1996. The summer issue of *Focus for the Future* traces the history of census taking in Canada, from New France's first census in 1666 to the upcoming 1996 Census. The next three issues of *Focus for the Future* will contain a detailed article based on one aspect of the census.

Talon conducted his first census using the *de jure* ("according to law") principle, whereby persons are enumerated according to where they regularly live rather than where they happen to be on census day. He recorded the names of inhabitants on a fixed date, and gathered information on age, sex, marital status, trade and occupation. Additional information was obtained on livestock and land under cultivation.

During the French regime, 36 censuses were conducted in the colony, the last in 1739. New questions were added on topics such as buildings and dwellings, agricultural and industrial output, as well as on arms due to frequent threats to peace during that period.

With the onset of British occupation, censuses with similar content were held at irregular intervals in 1765, 1784 and 1790. Censuses in New Brunswick, Nova Scotia, Upper Canada and Lower Canada became fairly frequent after 1817, with an annual census of Upper and Lower Canada from 1824 to 1842.

A tradition already established

The Rebellions of 1837 and the demand of the people for a representative government elected according to size of the population led to the proclamation of the *British North*

America Act of 1867. Sections 8 and 51 of the Act specified that the census must provide population counts to be used to establish the number of representatives that each province would send to the House of Commons. These counts would also serve as a basis for readjustments to the boundaries of electoral districts.

The *BNA Act* supported the use of the *de jure* method of enumeration since Members of Parliament were to represent the population on the basis of specific geographic areas. *The BNA Act* also stipulated that censuses be held every 10 years on a fixed date, and to count people by specified geographic boundaries. In short, this followed the tradition established by Intendant Talon.

The first census conducted under the *BNA Act* occurred in 1871. It contained essentially the same range of questions as censuses conducted in 1851 and 1861.

A Fixed Date

Although the census is always conducted on a designated day, the date has varied throughout census history. Changes have been made to secure respondents' full participation and to improve coverage and data quality. Many factors have influenced the choice of a census day, including data collection needs and habits of the population.

A Long History

The history of the census in Canada goes back more than three hundred years, when the colony of New France undertook the first census.

New France's first census was completed in 1666 under the guidance of Intendant Jean Talon, who was sent to the new colony by King Louis XIV. Talon, who recognized the importance of having reliable information on which to organize and further the colony's development, took part in the door-to-door enumeration of the colony's 3,215 inhabitants who were settled in places such as Montréal, Trois-Rivières, Cap-de-la-Madeleine and Québec.



According to the Census Act of May 12, 1870, the census had to take place no later than May 1, except in some districts in which it could not be held until July due to problems of access to those areas.

Census Day remained in April until 1911, when it was changed to June 1 to avoid the unfavourable weather and road conditions of an early spring, which slowed down enumeration. The June date had the additional advantage

of improving the collection of agricultural information, since by that time farmers would know the exact acreage sown. As well, this date preceded the movement of people to summer destinations.

Milestones in the history of the census

- | | |
|---|--|
| <p>1666 The first census is conducted in New France. The population is 3,215 (excluding aboriginal peoples and royal troops).</p> <p>1739 The last census is conducted under the French regime.</p> <p>1767 The Census of Nova Scotia introduces variables related to religion and origin.</p> <p>1817 The Census of Nova Scotia introduces variables related to birth places of the people.</p> <p>1831 The Census of Assiniboia is conducted for the first time in what is now Western Canada.</p> <p>1851 The decennial Canadian census is established under an act which requires a census to be taken in 1851, 1861 and every tenth year after.</p> <p>1870 The first Census of British Columbia and Manitoba takes place.</p> <p>1871 The first census of the Dominion is taken. The questionnaire is available in English and French, a tradition continued in every subsequent census.</p> <p>1905 The census bureau becomes a permanent government agency.</p> <p>1906 A quinquennial prairie census is conducted in Manitoba, Saskatchewan and Alberta.</p> <p>1911 The census date is changed from April to June to avoid bad weather and road conditions and the difficulty of determining crop acreage in the early spring.</p> | <p>1918 The Dominion Bureau of Statistics is created under the <i>Statistics Act</i>.</p> <p>1941 In an exceptional measure, the census is held on June 14 so as not to conflict with the first Victory Loan campaign period.</p> <p style="padding-left: 20px;">The first sample survey is conducted, dealing with housing.</p> <p style="padding-left: 20px;">Canada's population reaches 11.5 million.</p> <p>1956 The first national quinquennial census is conducted.</p> <p>1971 For the first time, the majority of respondents fill in their own census questionnaire (self-enumeration).</p> <p style="padding-left: 20px;">The Dominion Bureau of Statistics becomes Statistics Canada.</p> <p style="padding-left: 20px;">Under the new <i>Statistics Act</i> it becomes a statutory requirement to hold censuses of population and agriculture every five years.</p> <p>1986 The census contains a question on disability, which is also used to establish a sample of respondents for the first post-censal survey on activity limitation.</p> <p>1991 For the first time, a question on "common-law" relationships is included on the census questionnaire.</p> <p style="padding-left: 20px;">The population reaches 27,296,859, up 7.9% from 1986.</p> <p>1996 A question on unpaid work is included on the census questionnaire.</p> |
|---|--|

However, over a series of censuses it was noted that many people changed residence on the first day of the month and some respondents would invariably be away when June 1 fell on a weekend. To reduce the respondent follow-up of forms that had not been returned as a result of these changes in residence, the census date was again changed in 1981, to the first Tuesday in June.

For the 1996 Census, the date has been moved forward to the second Tuesday in May (May 14, 1996). Conducting the census in mid-May ensures that the drop-off and mail-back of census forms will take place during the same month, and there will be less likelihood of census forms being lost during a move. Conducting follow-up of unreturned forms in June, when residents are still at home, will also help to keep costs down and improve coverage of Canada's population and the quality of census data.

Self-enumeration

From its beginnings through to 1966, Canada's census was taken by personal interview. Census takers interviewed respondents and entered their responses on the questionnaires. However, in 1971 this collection method underwent a major change. In an ongoing effort to improve the quality of data collected and address privacy concerns, respondents were asked to complete their census questionnaires themselves.

It was hoped that more accurate data could be obtained by having respondents fill in their own questionnaires at their convenience on Census Day. Furthermore, respondents could, if necessary, use their personal records to search for

the information requested. This method also eliminated interpretation errors on the part of enumerators and improved the accuracy of responses to sensitive questions. Since 1971, 98% of Canadians have completed their own census questionnaire.

Automation

- ✓ In 1873, the results of the 1871 Census were published in five bilingual volumes. Results were compiled by 35 to 50 clerks without the help of machines. The population count in Canada's first four provinces (Nova Scotia, New Brunswick, Quebec, Ontario) stood at 3,689,257.
- ✓ In 1931, the "sorter tabulator", an invention of the Dominion Bureau of Statistics, was introduced, making it possible to automate the compilation of census results.
- ✓ In the 1951 Census, a privately-developed "electronic statistical machine" (ESM) was used.
- ✓ In 1961 and 1966, computers processed most of the data collected.
- ✓ In the 1971 and 1976 Censuses, data capture was carried out with the help of FOSDIC (Film Optical Sensing Device Into Computer).
- ✓ Data capture was used for the first time in the 1981 Census.
- ✓ The number of keystrokes recorded in the 1991 Census is estimated at 3.4 billion.
- ✓ In the 1991 Census, the products and services system (PASS) replaced the STATPAK production system, introduced in 1974, as the automated information system for retrieving census data for use in making deliverable products.

Methodology

In 1996, 80% of households will receive a short questionnaire (with 7 questions), while 20% will receive a long questionnaire (with 55 questions). This process, whereby more detailed information is gathered from a sample of households and not from all households, was first introduced into the Canadian census in 1941. At the time, to meet the need for housing data, the census collected housing data from one household in ten.

Sampling proved to be an effective collection method to obtain detailed information, which also reduced the burden on respondents. It was repeated in 1951, with a sample of one household in five, to provide greater geographical detail. Since then, a sample of households has been taken in each census, with the proportion being one in three in 1971 and 1976, and one in five in 1981, 1986, 1991 and again in 1996.

Frequency and length of time

National censuses have been conducted at 10-year intervals since 1851, except in the provinces of Manitoba, Saskatchewan and Alberta, where they have been taken every five years since 1906. However, in 1956 it was decided a national census should be taken every five years. The five-year census would provide a better means of measuring the pace of economic growth and urbanization.

Under the *Statistics Act* of 1971 it became a statutory requirement to conduct a nationwide census every five years. Under the same statute, the Dominion Bureau of Statistics, established under the *Statistics Act* of 1918, became known as Statistics Canada.

Other Times, Other Ways

For more than three centuries the census has provided a portrait of Canadian society. During that time, it has been necessary to make various changes to census terminology and definitions, reflecting an ever-changing Canada.

For example, the 1891 Census questionnaire asked respondents to indicate their relationship to the *household head*. Until 1971, the family head was defined as the husband rather than the wife; or the parent in families where there was one parent with unmarried children; or any member of a group sharing a dwelling equally.

Owing to growing respondent resistance to the term *head* because of its apparent sexist and authoritarian biases, the definition of this term was changed in the 1976 Census so that "head" could refer to *either* the husband *or* wife. The expression *family head* was eliminated entirely from 1976 statistical tables for the same reason and information on "household" heads and "households according to the characteristics of their head" was prepared and disseminated using the new definition.

In the 1981 Census, the reference to *head* was dropped altogether. Relationships between members of the

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household were defined on the basis of the person responding to the questionnaire for the rest of a household. This person was *Person 1*.

Another major change to census terminology involves disability. From 1871 to 1911, the census asked questions on *infirmities*. Respondents were asked to indicate whether members of their household were blind, deaf and dumb, insane or lunatic, idiotic or simple-minded. These questions were dropped from the 1921 and 1931 Censuses.

In 1941 and 1951, the census contained a supplementary questionnaire for the *blind* and deaf-mute. The blind were defined as persons who could not read the letters on a chart (with glasses on if they normally wore them) that the enumerator placed one foot in front of them. Pre-schoolers and illiterate adults were asked to identify images shown on a chart. Deaf persons were those who were totally deaf, with no hearing capacity. The term did not apply to persons who could hear with the use of a hearing aid.

It took another thirty years for the subject of disability to again appear in the census, and when it reappeared the terminology had changed. In 1986, a question on *limitation of activities* was added to the census. Respondents were asked to indicate whether they were limited in their activities owing to a long-term physical condition, mental condition or health problem. This question was also used as a screen to establish the sample of respondents who would participate in the first Health and Activity Limitation Survey.

Reflection of its era

The census questionnaire reflects the lifestyle of the era in which it is developed. For example, in 1931

families were asked if they owned a radio, so as to accurately measure its use. This was necessary because there were no other surveys available to collect this information.

The subject of housing has not always been dealt with in the same manner in the census. A question on housing type was first included in the 1871 questionnaire. In 1921 and 1931, questions were added on dwelling status (owner or renter) and the number of rooms in the dwelling; in 1941, sample questions were added on housing. The 1966 Census contained only two questions on housing, one on housing type and the other on dwelling status.

In 1971, however, housing was a focus of heightened interest; questions were added on subjects such as public utilities (source of running water, sewage disposal), heating systems and principal fuel used for home heating, cooking and water heating. In addition, respondents were asked whether a member of the household owned a vacation home (cottage). Respondents also had to indicate whether their dwelling had a refrigerator, freezer, washing machine, automatic dryer or black-and-white or colour television. In 1981 for the first time, the census dealt with condominiums and dwelling conditions (whether or not the dwelling was in need of repair).

It goes without saying that although some census questions were added

over the years in response to new needs, others were dropped as they became less useful. As a result, questions on dwelling characteristics, such as the principal heating system and principal heating fuel used, were not asked in the 1991 or 1996 Census.

Personal and Confidential

Protecting the privacy and confidentiality concerns of census respondents has been a priority of the Canadian government for many years. Since the 1918 *Statistics Act*, census employees have been required to take an oath of secrecy, which remains in effect today. The Act also prohibits the release of any information that could identify an individual.

Although the census requires respondents to give their name on the questionnaire, this information is not entered into the database. The names are used only for follow-up in the field, that is, to contact persons who have neglected to answer questions or whose questionnaires are incomplete.

Oath of secrecy

When the decennial census was established in 1851 under the *Census Act*, all persons working on the census were required to swear under oath that they would respect the confidentiality of the information that their work enabled them to obtain. An employee failing to abide by the oath was liable to a fine of \$1,000 or six months in prison or both.

The amendments made to the Act over the years have in no way altered this oath, and the *Statistics Act*, revised in 1985, contains the oath of secrecy that must be taken by **all** Statistics Canada personnel, including those assigned to the census.

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Ottawa 951-8116	Toronto 973-6586 1 800 263-1136	Winnipeg 983-4020 1 800 263-1136
Calgary 292-6717 1 800 263-1136	Edmonton 495-3027 1 800 263-1136	Vancouver 666-3691 1 800 263-1136
Regina 780-5405 1 800 263-1136	NWT 1 800 263-1136	Yukon 1 800 263-1136
Halifax 426-5331 1 800 263-1136	Montréal 283-5725 1 800 263-1136	

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Focus for the Future

CENSUS · 1996 · RE-CENSUREMENT

Vol. 10, No. 2

CENSUS CONTENT

1996 Census questions in profile

A census provides a statistical portrait of a country and its people. Most countries in the world carry out a census to count their population and to collect important information about the social and economic situation of the people living in the various regions.

In Canada, all levels of governments use census data to make policy decisions about Canada's economic and social programs. Business, industry, associations, institutions, academia and the media depend on census data as a valuable decision-making tool. Census data are also used to plan important community services such as health care, education, transportation, day-care, fire and police protection, employment and training programs, and housing.

The Canadian census is conducted every five years and the next census is on May 14, 1996. Prior to that date, census content must go through a rigorous consultation, testing, review and approval process to ensure that

every question responds to important information requirements that cannot be met through other means. This process includes approval by Cabinet and the prescription of the questions by the Governor in Council. The final step is the publication of the questions in the *Canada Gazette, Volume 1*.

Although the 1996 Census questions will cover essentially the same subjects as in 1991, changes have been made to keep pace with the ever-changing face of our society.

Short form

Not all respondents receive the same questionnaire. Four out of five households will receive a short form while the remaining one in five will receive a long form.

The short questionnaire has been pared from nine questions to seven: the two housing questions have been dropped from the 1996 Census short form but will remain on the long form, with six additional housing questions.

Since the short form goes to 80% of Canadian households, this represents a significant reduction in burden on respondents. The short form will continue to collect demographic data on relationship to person 1, sex, age, marital and common-law status, and mother tongue.

Characteristics of the population

Both the short and the long questionnaires will ask basic demographic questions about each member of the household. These questions provide information about the age and sex of the population, the composition of families and households, the number of children, the number of lone-parent families, and the number of persons living alone. These data will be used in planning social programs such as Old Age Security and the Child Tax Credit. Municipalities will also use the data to gauge future requirements for day-care centres, schools and senior citizens' residences.



Statistics Canada
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Canada

Long form

The long questionnaire, which is answered by one in five households, contains 48 additional demographic, socio-economic questions on the following topics.

Activity limitations

The 1996 Census will collect information about people who have activity limitations at home, school, work or in other aspects of their lives, such as travel or recreation. In both the 1986 and 1991 Censuses, this information was used as a basis for a post-censal Health and Activity Limitation Survey. Since funding was not made available for a 1996 post-censal survey, Statistics Canada is looking into the feasibility of producing estimates for health and limitation indicators for 1996, based on the results of the 1996 Census questions.

Language

As in 1991, the 1996 long questionnaire will contain questions on the first language learned in childhood, languages understood and spoken at home, as well as knowledge of official and non-official languages in the various regions of Canada. These data will be used to establish programs to protect the rights of Canadians under the Canadian Charter of Rights and Freedoms.

They will also be used in forecasting language training requirements and in determining where services must be provided in both official languages to comply with the *Official Languages Act*.

Social and cultural information

To obtain a social and cultural portrait of Canada's population, the census will gather information about place of birth, citizenship, ethnic origin, First Nations and visible minorities. For the most part, these socio-cultural questions are asked by virtue of federal statutes such as the *Multiculturalism Act*, the *Canadian Charter of Rights and Freedoms*, the *Indian Act*, the *Employment Equity Act*, the *Immigration Act* and the *Citizenship Act*.

With these data, researchers and policy makers can monitor population shifts within Canada and the adaptation of immigrants to Canadian society. They can also study changes in the social and cultural characteristics of the population over the years and examine the relevance of policies and programs relating to employment, training, immigration, education, health care and so on.

Mobility

In 1996, the census will again look at the origin and destination of people who moved within

Canada and who entered Canada between 1991 and 1996, and between May 14, 1995 and 1996. This information is needed so that national, provincial and subprovincial population estimates can be made between censuses. It is also used in forecasting housing, education and social service requirements and in carrying out the provisions of the *Federal-Provincial Fiscal Arrangements Act*.

Education

Respondents will be asked for their level of schooling, school attendance and major field of study to obtain information on the educational skills and requirements of the population. The data are used by various levels of government and by employers to determine whether enough people have the education, training and skills required for certain industries. The government and employers can then determine whether training programs will be needed to meet the expanded demands for labour. Information on school attendance is used for planning and funding postsecondary and adult education programs under the federal *Student Loans Act*.

Household activities

For the first time a question on unpaid household activities is included on the census. This question will show the hours spent on household work and

home maintenance, on unpaid care of children, and on care and assistance to seniors. The information will provide a better understanding of how such activities contribute to the economic and social well-being of our population as well as provide background relevant to a number of labour-market and social-policy issues.

Labour market activities

The census will collect data on the labour-force activities of those aged 15 and over, including number of hours spent doing paid work, employment status, class of worker, place of work, and full- and part-time work. A new question will also be included on the principal means of transportation used to get to work. Businesses and governments will use the data to prepare training programs, analyse employment trends, develop suitable transportation and commuting systems, and foster job creation.

Income

In 1996, the census will include a question on income. Only the census can provide detailed income data.

Unlike taxation files, the census covers the entire population of Canada and will gather valuable information about the characteristics of income earners (employment income, family income for lone-parent families, two-income families, etc.) at municipal levels, as well as at the national and provincial/territorial levels. This information is used in refining income security programs such as

Old Age Security, income supplements, social assistance and social services.

Housing

As indicated earlier, the eight housing questions will appear only on the long form. The resulting data will help real estate developers and government planners to assess and carry out housing projects and to plan urban development. The data will also be used in managing many programs provided through the *National Housing Act* and the *Canada Mortgage and Housing Corporation Act*.

Content determination

In determining the content of the census, Statistics Canada faces the same dilemma each time: Do we maintain historical continuity so that users can study trends in the data over time, or do we change the content to meet new requirements or reflect the changes occurring in our society? For that reason Statistics Canada reviews, researches and analyses statistical needs of data

users as part of a wide-ranging process to determine the content of the census questionnaire.

Consultations on the content of the 1996 Census

- ☑ 990 organizations
- ☑ 70 meetings
- ☑ 167 written submissions
- ☑ about 1,500 comments
- ☑ 2 international conferences
- ☑ 21 focus groups on ethnic origin, visible minority groups, and the Aboriginal population
- ☑ 11 focus groups on unpaid work
- ☑ 6 focus groups on the family
- ☑ 6 focus groups on coverage, place of work and mobility
- ☑ 6 focus groups on relationship to Person 1

Finding out what's needed

During the content determination process, Statistics Canada turns to the many users of census data across Canada and asks what information they need from the census database.

For the 1996 Census, consultations with major users began in 1992. In all, 990 groups and agencies in the public and private sectors submitted 1,500 comments about the content of the 1996 Census. Proposals put forward during these consultations led to qualitative testing and the development of the National Census Test (NCT), which was held on November 8, 1993.

1996 Census challenges

- ◆ satisfy information requirements
- ◆ contain costs
- ◆ improve or at least maintain level of coverage
- ◆ simplify questionnaire and guide
- ◆ not increase respondent burden
- ◆ balance quality and timeliness of data release
- ◆ improve dissemination strategies

Testing

Qualitative testing for the 1996 Census took place both before and after the NCT. In total, 50 focus groups and 216 one-on-one interviews were held on a variety of topics covering unpaid work, relationship to person 1, coverage, place of work, visible minorities, ethnicity and Aboriginal self-reporting.

The NCT was the only large-scale quantitative test of the proposed 1996 Census content. It was used not only to assess the effectiveness of new questions or new ways of wording existing questions, but also to assess collection methodologies and the census guide.

The NCT included questions on eight new subjects: family, language of education, language of work, Aboriginal self-reporting, visible minorities, unpaid work, means of transportation used to travel to work, and type of industry.

As part of the same survey, a cognitive study was conducted to

determine how the design and layout of the questionnaire affect responses and, consequently, data quality. For example, participants were asked for their views on the wording of the questions and the instructions provided on the questionnaire and in the guide. They also commented on the size of the print, the use of colour or shaded areas, boldface or italics, and the new census logo.

The results of the NCT, the cognitive research study, the qualitative research, and all the comments received during the consultations underwent a thorough analysis. Many questions were kept on the census form so that trends in Canada's social, cultural and economic life could be tracked. Potential changes in the content were judged mainly on relevance, cost, continuity and comparability of data, response burden, statistical needs, and legislative requirements.

At the end of this process, the changes selected were those that testing showed would yield valuable, high-quality data, while at the same time not increase response burden.

Logo

A new census logo will appear on the 1996 questionnaire, guide and all other communications materials. The logo is a computer-generated drawing of three people in the official census colours of red and yellow for the Census of Population, and green and yellow for the Census of Agriculture. The image reflects how important people are to the census.

Weighing one's words

An important factor affecting the questionnaire's content is physical constraint: space on the form is limited, and therefore the number, length and complexity of the questions are limited. Without such limits, response burden would be unmanageable and printing costs would soar, as would shipping, handling and mailing costs.

Approval of the content of the 1996 Census

As required by the *Statistics Act*, the Chief Statistician submitted recommendations for the 1996 Census content to Cabinet. Following Cabinet approval, the questions were prescribed by order-in-council and published in the *Canada Gazette, Volume 1* on August 12, 1995.

As in past censuses, the consultation process for the 1996 Census has proved to be a valuable tool for illuminating exactly what Canadians want to know about themselves as we get ready to "count ourselves in" for our next national portrait on May 14, 1996.

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Focus for the Future

CENSUS · 1996 · RE-CENSEMENT

Vol. 10, No. 3

CENSUS OF AGRICULTURE

History of the Census of Agriculture

Canada's next census takes place on May 14, 1996. On that day, farm operators across the country will once again take part in a tradition that dates back to 1896 when they complete their census of agriculture form. This information will provide a clear picture of Canadian farming at the end of the 20th century.

The first census in what is now Canada was conducted in 1666 by Jean Talon, Intendant of New France. It recorded the age, sex, marital status and occupation of the colony's 3,215 inhabitants. In 1667, Talon gathered information about livestock and

property under cultivation. Talon was one of the first people to understand that collecting agricultural and economic information is as important as collecting demographic information.

Under the *Constitution Act*, formerly known as the *British North America Act of 1867*, provisions were made for a census of population to be taken every ten years starting in 1871. The expansion of western Canada at the turn of the century created a demand for agricultural information at regular intervals. The first separate Census of Agriculture was taken in Manitoba in 1896, and in Saskatchewan and Alberta in 1906. The five-year Census of Agriculture extended to the rest of Canada in 1956.

Date of Census of Agriculture

In recent years, the Census of Population and the Census of Agriculture have been conducted on the first Tuesday of June. For the 1996 Census, this date has been changed to the second Tuesday in May. This change is expected to improve follow-up activities since questionnaires will be dropped off and mailed back in the same month, which avoids beginning or end-of-month movers. As well, most people will not have yet left for their annual vacation and will be available if census representatives need additional information. Reduced follow-up translates into reduced costs for the collection of census data.

Statistics Canada recognizes that mid-May is a very busy time for farmers; however, to save money and reduce extra work, the Census of Agriculture is conducted concurrently with the Census of Population.

Today's Census of Agriculture

The present Census of Agriculture is a basic inventory of Canadian

Census Year	Farm Land	Total Population	Cattle	Sheep
1666/67	3,915 hectares (under cultivation)	3,215	3,107	85
1956	25,472,602 hectares (under cultivation)	16,049,288	11 million	1,638,194
1991	33,507,780 hectares (under crops)	27,296,855	12,972,038	935,891

Crops	Livestock	Poultry	Animal Products	Other Agricultural Products
-field crops -tree fruits or nuts -berries or grapes -vegetables -seed	-cattle -pigs -sheep -horses -game animals -other livestock	-hens -chickens -turkeys -chicks -game birds -other poultry	-milk or cream -eggs -wool -furs -meat	-greenhouse or nursery products -Christmas trees -mushrooms -sod -honey -maple syrup products

agriculture and is taken every five years, as required by the *Statistics Act*. Questions are asked on a variety of topics including farm land use, crops, livestock, paid agricultural labour, and land management practices.

In 1996, any persons running an agricultural operation that produces one or more of the above agricultural products intended for sale will be asked to complete the Census of Agriculture questionnaire.

What is meant by the terms *Agricultural Operator* and *Operation*?

The terms *agricultural operation* and *operator* are broader in scope than *farm* and *farmer* and better

reflect the range of agricultural businesses from which the Census of Agriculture collects data.

The Census of Agriculture collects data on a wide variety of agricultural products, from crops and livestock to maple syrup products, mushrooms, Christmas trees and furs. Although many of the agricultural operations enumerated during the census would fit most people's idea of a traditional farm, some exist that the general public, and even those involved in production, would not normally categorize or define as a farm. Examples are a commercial poultry hatchery, or an establishment raising llamas or chinchillas.

Persons who run these businesses may not necessarily consider themselves farmers. As a result, the Census of Agriculture uses the word operators to define people

Number of Agricultural Operations in 1986 and 1991, Canada and Provinces		
Area	1986	1991
Newfoundland	651	725
Prince Edward Island	2,833	2,361
Nova Scotia	4,283	3,980
New Brunswick	3,554	3,252
Quebec	41,448	38,676
Ontario	72,713	68,633
Manitoba	27,336	25,706
Saskatchewan	63,431	60,840
Alberta	57,777	57,245
British Columbia	19,063	19,225
CANADA	293,089	280,043

responsible for the day-to-day management decisions made in the production of agricultural commodities.

Uses of Agriculture Data

Census of Agriculture data are used by Statistics Canada to:

- ✓ provide a list of farms from which samples are selected for many agricultural surveys (e.g. crop areas, livestock numbers, farm business expenses);
- ✓ benchmark production of annual estimates between censuses of agriculture;
- ✓ provide a unique source of agricultural data at low levels of geography (i.e. township/rural municipality).

Census of Agriculture data are also used by Agriculture and Agri-food Canada, other federal and provincial agencies, and the private sector to:

- ✓ analyse important changes occurring in the agriculture and food industries (e.g. farm income levels; farm business finances);
- ✓ develop and evaluate agricultural policies and programs such as the farm income safety nets, crop diversification, and environmental sustainability;
- ✓ formulate decisions in production, marketing and investment.

User Consultation Process

To determine the content of the 1996 Census of Agriculture, Statistics Canada consulted with data users at a series of workshops held across Canada in 1993. Participants included

Agriculture and Agri-food Canada analysts, other public and private sector analysts, academics, and members of agricultural producer groups.

The data user community was also surveyed by mail and asked to rate the importance of census questions. The results were tallied to provide a comparative measure of the support each question received. During 1994 and 1995, Statistics Canada finalized the content and design of the questionnaire.

Questionnaire Testing

The questionnaire testing program for the 1996 Census of Agriculture measured respondents' ability to understand and correctly answer the proposed questions. Focus groups and in-depth interviews with farm operators were used to test specific subject areas in the spring of 1993 and the full questionnaire in the spring of 1994. The results had a major impact on the topics selected, the wording of questions and the design and format of the questionnaire.

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What's New in the 1996 Census of Agriculture?

The 1996 Census of Agriculture form contains the questions asked in the 1991 Census, which fulfills the need to maintain historical data on key variables over time. It also contains new questions to collect information on the use of new technologies and on the structural changes in the agriculture industry. These new questions are:

- ✓ time commitments to the agricultural operation and to other paid employment
- ✓ other businesses operated separately from the farm
- ✓ nature of any injuries suffered while performing agriculture-related activities
- ✓ progress of spring seeding and spring planting
- ✓ area of Christmas trees grown for sale and number of trees harvested in 1995
- ✓ area where manure is applied by various application methods
- ✓ number of birds hatched in a commercial hatchery
- ✓ categories of game/exotic livestock (bison, deer, llamas)
- ✓ expenses for insurance premiums, packaging material, repairs and maintenance to farm buildings and fences
- ✓ percentage of seed, plants, etc., purchased from dealers, wholesalers
- ✓ amount spent on capital improvements and purchases of major capital assets

Methods of Collection

Conducting the Census of Agriculture jointly with the Census of Population helps streamline collection procedures and reduce costs. Statistics Canada has traditionally used two methods to collect census information: self-enumeration, and canvasser enumeration. For the 1996 Census, a new method, centralized edit, will be tested in a specific area of eastern Ontario. If successful, this method will be used on a larger scale in future censuses.

Self-Enumeration — This method is used to enumerate 98 percent of the population. Farm operators must complete both the Census of Population and Census of Agriculture questionnaires and mail them back in the envelopes provided. When delivering questionnaires, the census representative (CR) contacts each household. If anyone in the household operates an agricultural operation, a Census of Agriculture questionnaire is left for completion.

If the CR is unable to contact a household member but sees evidence of agricultural activity at the dwelling, a Census of Agriculture form will be left with the Census of Population questionnaire. As a further check, the CR looks at returned Census of Population forms for those answering "yes" to the question on operating an agricultural operation and delivers a Census of Agriculture form.

Canvasser Enumeration Method — In remote or northern areas of the country, a census representative visits each farm operation and completes census questionnaires by personal interview.

Centralized Edit — The Censuses of Population and Agriculture are both participating in the centralized

edit collection test, which will be conducted in the 10 Federal Electoral Districts in eastern Ontario. Pre-addressed questionnaires will be mailed to about 325,000 dwellings and farm operations in urban areas while in rural areas questionnaires will be delivered by enumerators. Completed questionnaires will be mailed to a district office for editing and, if necessary, be followed up by telephone. This method will:

- (a) ensure respondents' confidentiality and privacy,
- (b) improve the physical security of census questionnaires,
- (c) improve the timeliness of processing,
- (d) improve data quality, and
- (e) increase automation in processing.

If this test is successful in 1996, it may be extended across Canada for the 2001 Census.

Census Help Line

It will take about forty minutes for most agricultural operators to complete the Census of Agriculture questionnaire; however, this time will depend on the size and type of farm operation. The questionnaire contains 27 steps, and farm operators complete only those steps that pertain to their operation.

For those who require assistance in completing their census form or who have questions about the census, the Census of Agriculture Help Line will be in operation between 9 a.m.

and 9 p.m. from Thursday, May 9 to Friday, May 17. The Help Line can be reached by dialling 1-800-216-2299. This number is printed on all Census of Agriculture questionnaires.

Returned Forms and Follow-Up

Although the change in Census Day (from the first Tuesday in June to the second Tuesday in May) will have little impact on most Census of Agriculture variables, field crops have been identified as being significantly impacted by this change. To verify or change crop data, a two-stage follow-up will be undertaken for those who report that less than 90 percent of their field crops were seeded at the time they completed their census form.

Processing and Edit

The processing of Census of Agriculture questionnaires is completely independent from the processing of the Census of Population questionnaires. When respondents across Canada mail in their completed Census of Agriculture questionnaires on May 14, the forms pass from data collection to the processing phase at head office.

A permanent Census of Agriculture staff of about 30 people are employed in Ottawa. In addition, 150 temporary employees are hired in the regional offices and in Ottawa for varying lengths of time to complete the collection, capture and processing, validation, and tabulation of data. In 1996, for the first time, the actual questionnaires will be imaged as they arrive at head office.

When Will Census of Agriculture results be available?

The first information from the 1996 Census of Agriculture will be released on May 14, 1997. Data will be available in both print and electronic form, including custom products and services.

Oath of secrecy

Statistics Canada places the highest priority on maintaining the confidentiality of census forms.

The *Statistics Act* requires that all personal census information be kept confidential. No one outside Statistics Canada, including other government departments and agencies, the courts, banks, and the RCMP is permitted access to individual census information. Statistics Canada is allowed, by law, to use the answers from census questionnaires for statistical purposes only. These data are released only after they have been added to similar information from other households, and rounded. No detailed data are released for areas with a population of less than 40 people.

All Statistics Canada employees, including those in the field, are sworn to secrecy when they are hired. Only employees who have a need to examine individual census forms have access to completed questionnaires. The *Statistics Act* contains penalties in the form of a fine of up to \$1,000, or a jail term of up to six months, or both, if an employee releases personal census information.

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Calgary 292-6717 1 800 263-1136	Edmonton 495-3027 1 800 263-1136	Vancouver 666-3691 1 800 263-1136
Regina 780-5405 1 800 263-1136	Halifax 426-5331 1 800 263-1136	Montréal 283-5725 1 800 263-1136
NWT 1 800 263-1136	Yukon 1 800 263-1136	

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Focus for the Future

CENSUS 1996 · RECENSEMENT

Vol. 10, No. 4

CENSUS COLLECTION

The next Census of Canada will take place on Tuesday, May 14, 1996. On that day, nearly 30 million people will "count themselves in" throughout the roughly 9.2 million square kilometres of Canadian territory.

Enumerating the population of Canada

Statistics Canada conducts a census every five years to provide a statistical portrait of Canada and its people. Almost every country in the world regularly takes a census to gather important information on the social and economic conditions of persons living in its different regions.

The census enumerates everyone living in Canada. Included are Canadian citizens, both native-born and naturalized, landed immigrants and non-permanent residents and members of their families living with them in Canada. Non-permanent residents are persons who hold a Ministerial permit, student authorization or employment authorization, or who claim refugee status.

The census also counts Canadian citizens and landed immigrants who are temporarily outside Canada on Census Day. Examples are persons aboard merchant ships or vessels of the Canadian government, federal or

provincial employees and their families, and members of the Canadian Armed Forces and their families.

An ID card for each census representative

In the week of May 6, 1996, some 38,000 census representatives throughout Canada will deliver census questionnaires. All census representatives carry an identification card authorized by the Chief Statistician of Canada and their local census commissioner.

Census representatives receive their ID card only after they have passed their exams, completed their training and taken an oath of secrecy.

If in doubt about the identity of the census representative who knocks at your door, ask to see the census ID card, or contact the Statistics Canada office in your region.

Statistics Canada census representatives

Approximately 2,500 census commissioners will be hired for about four months to recruit, train and supervise census representatives. Census representatives are hired for six weeks, from early May to late June. Recruitment of census personnel is carried out under the *Statistics Act* and the *Public Service Employment Act*.

The census staffing procedure is applied uniformly throughout Canada. Statistics Canada evaluates applicants' aptitudes, abilities and skills through written tests and interviews.

Delivery of questionnaires

In 1996, about 98% of households will be enumerated using the self-enumeration/mail-back method. During the week preceding Census Day, census representatives will deliver a census questionnaire to every household. Householders are



asked to complete the questionnaire for themselves and for members of their household and return it in the pre-addressed yellow envelope on May 14, Census Day.

About 2% of households are enumerated using the canvasser method. A census representative visits a household and completes a questionnaire for the household by interview. This method is normally used in remote and northern areas of the country and on most Indian reserves. It is also used in large urban downtown areas where residents are transient.

Centralized edit

For the 1996 Census, a new method of distributing and collecting questionnaires called "centralized edit," will be tested in 10 federal-electoral districts in eastern Ontario. This large-scale test of a mail-out/mail-back methodology eliminates the need to have census representatives deliver questionnaires to every household and review all returned questionnaires. This method addresses the privacy concerns of respondents. If successful, centralized

edit will be extended to the majority of households for the 2001 Census.

The census questionnaire

Most households (80%) will receive the short census questionnaire, which contains seven questions on basic topics such as relationship to person 1, age, sex, marital status, and mother tongue. One in five households (20%) will receive the long questionnaire, which contains the seven questions from the short form as well as 48 additional questions on topics such as education, ethnicity, mobility, income and employment. This sampling method provides detailed data on the population of Canada without imposing an unreasonable burden on all respondents.

Official languages

In accordance with the *Official Languages Act*, households receive a census questionnaire in the official language of their choice. The short questionnaire, received by 80% of households, is a bilingual form. The

long questionnaire, received by 20% of households, is unilingual English or French. If the census representative cannot determine the official language preference of a household, both a French and English questionnaire and guide are left at the household.

How to complete the questionnaire

An adult completes the questionnaire for all members of the household. This person is called **Person 1**. Person 1 enters the names of all the persons who usually live in the household, along with their relationship to Person 1. This includes all children, co-tenants, roomers, children who live elsewhere when in school, children under joint custody who live in the dwelling most of the time, and persons who usually live in the dwelling but have been living in an institution, such as a hospital, residence for senior citizens or prison for less than six months.

The census counts persons alive at midnight between May 13 and 14, 1996. For example, a child born on May 14 is not counted.

Different enumerations for different purposes

When the person knocking at your door says that he or she is a census representative, what exactly does this mean? Didn't someone already come by to enumerate you a few months ago? Different enumerations are held for different purposes.

Enumeration of voters

In preparation for a municipal, provincial or federal election, or a referendum, it is necessary beforehand to draw up a voters' list. For this purpose, an **enumeration of**

voters is conducted. Enumerators go from door to door, gathering information to determine who is eligible to vote. Among other criteria, a person must be a Canadian citizen aged 18 years or older. A citizen can choose whether or not to vote. An enumeration of voters is carried out under the authority of the Chief Electoral Officer.

Census of Canada

The census is conducted on a particular day and covers the entire population living in Canada. On this day, the majority of households completes a census questionnaire and returns it by mail. The questionnaire

is used to gather information on the socio-economic characteristics of the population. When converted into statistics, the information gathered provides a measure of the growth in the country's population and economy and sheds light on social and cultural trends.

Statistics Canada is the federal agency which is responsible under the *Statistics Act* for conducting the **Census of Canada** every five years. Unlike elections, the participation of the population in the census is compulsory. The law contains provisions to protect personal information supplied by individuals.

Mail-back

Once the questionnaire has been completed, it is mailed back. Census representatives must verify that questionnaires from all households in their enumeration area have been received and that the questionnaires are complete. To facilitate this task, householders are asked to write their name, address and telephone number on the questionnaire. This information is not entered into the census data base. It is used by census representatives to contact households that may have neglected to respond to a question or return a questionnaire. The names also serve to ensure that each member of the household is counted only once.

How do we protect your privacy?

As the law requires, Statistics Canada takes the greatest care to respect the confidentiality of information contained in census questionnaires. Respondents' names,

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addresses and telephone numbers are not entered into the census data base.

In addition, census personnel must take an oath of secrecy; any breach of this oath is punishable under the *Statistics Act* by a fine of up to \$1,000 or a prison term of up to six months, or both.

No one has to provide personal information or give a completed questionnaire to a census representative they know. In such cases, arrangements can be made with the census representative for a supervisor to accept the questionnaire.

Canadians abroad

At Canadian embassies, heads of missions are asked to assist in enumerating all Canadians in the service of the Government of Canada outside the country. They appoint an enumeration co-ordinator, who sees to the enumeration of employees in each department, along with their families.

Military and civilian personnel stationed outside Canada and their families, as well as persons on board vessels of the Canadian Armed Forces, the Coast Guard, the merchant marine and other ships, are enumerated in the same way.

Travelling in Canada

People normally living in Canada who are travelling on Census Day are still required to complete and return a census form. Those staying in a hotel, motel, campground or hostel on Census Day will be given a special form to complete which asks for the individual's name and address. This information will later be cross-referenced with the information on the questionnaire completed at their usual place of

Did you know that...

- ♦ Census questionnaires, guides and envelopes are printed on recycled paper. The ink is made from vegetable oil, a renewable resource, rather than from petroleum products.
- ♦ The respondent's guide that previously accompanied the short questionnaire is no longer printed, saving some 215,460 kg of paper.
- ♦ It is estimated that the total cost of the 1996 Census, after adjustment for inflation and population growth, will barely exceed that of the 1991 Census — \$30.75 per household in 1996 as compared to \$30.32 in 1991. These figures are calculated in 1995 dollars.

residence. This ensures they are counted only once on Census Day.

People who are travelling on Census Day and live alone should complete their household's questionnaire as soon as they return home. Those who plan to be away for an extended period of time including Census Day should telephone their nearest Statistics Canada office. Officials there will make sure they receive a questionnaire early, or will fill one in over the phone with them.

Institutions

Residents at institutions such as detention facilities, hospitals, residences for senior citizens, orphanages or prisons are enumerated using the institution's administrative records. To be enumerated, residents must have lived at the facility for at least six months.

Non-institutional collective units

Inns, hotels, motels, campgrounds, YM/YWCAs and military bases are examples of non-institutional collective units. Persons living in these units are self-enumerated in the same way as households. However, persons staying temporarily in such a unit on Census Day are not enumerated there, but rather at their usual place of residence.

The census in remote areas

In remote areas of the north, such as Baffin Island, the census is conducted in March to enumerate inhabitants before they migrate to hunting and fishing camps for the summer. In these areas, the census is conducted by personal interview.

The Census of Agriculture

Part 6 of the census questionnaire is used to determine which households should participate in the Census of Agriculture, which is

carried out at the same time as the Census of Population. Considered as farm operators are those who produce, for example, vegetables, seed grain or Christmas trees intended for sale, or who raise livestock or fur-bearing animals. Such households receive an additional questionnaire for the Census of Agriculture. In Canada there are some 280,000 farm operations.

The Census Help Line

At census time, Statistics Canada operates a Census Help Line to assist respondents in completing the census questionnaire.

Respondents should call the Census Help Line if they:

- ✓ have a question about filling in the census form
- ✓ are having trouble filling in the census form
- ✓ need another census form because their form is lost, damaged or defective
- ✓ need a census form in the other official language
- ✓ need an extra questionnaire
- ✓ did not receive a questionnaire at their household by Tuesday, May 14
- ✓ want some information about the census
- ✓ want to know where the census help centres are located in their community

Respondents may also contact this service to obtain a copy of the census questions in certain

Notes from the field

Before 1971, the Census was conducted by interview, and census representatives were able to note personal comments on their meetings with respondents. The following notes are from the 1966 Census.

- ✓ *The wife refused to give her age until her husband left the house.*
- ✓ *A woman told me to take a hike, but that's what I've been doing for the last two weeks!*
- ✓ *A man asked me, "Are you only doing Sherbrooke?" I answered, "No, all of Canada." To that he replied, "By the time you're done you'll be worn out!"*
- ✓ *I tiptoed through the tulips for two miles to reach someone's house, and when I got there he turned the garden hose on me.*

non-official languages. To assist people whose first language is neither English nor French, the census questions have been translated into 49 other languages, including 12 Aboriginal languages.

Telephone operators will be on duty from May 9 to 17, 1996, from 9 a.m. to 9 p.m. The service is free and operators will be able to take calls not only in English and French, but also in various other languages. To contact the Census Help Line toll-free from anywhere in Canada, call 1 800 670-3388. Telecommunications Device for the Hearing Impaired users, call 1 800 303-9633.

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Focus for the Future

CENSUS · 1996 · RECENSEMENT

Vol. 10, No. 5.

CENSUS PROCESSING

Crunching The Numbers

Once every five years, on a designated day, everyone in Canada takes part in the same national event — the Census of Canada.

The countdown for the 1996 Census began more than five years ago when the first planning meeting was held in April, 1991. During the first week of May, 1996, 38,000 census representatives delivered census questionnaires to every household in Canada. On May 14, 1996, Census Day, respondents "counted themselves in" when they mailed back their completed questionnaires.

Census Day marks the beginning of the next phase in the census process — translating the responses from approximately 11,300,000 households into meaningful data. This part of the census cycle is known as the processing phase and is divided into four main sections:

- ✓ Regional Processing (RP)
- ✓ Head Office Processing (HOP)
- ✓ Automated Coding (AC)
- ✓ Edit and Imputation (EI)

GLOSSARY OF TERMS

census — collects important information about the social and economic situation of the people living in the various regions. In Canada, a census is conducted every five years.

pre-capture — manual preparation prior to key entry

visitation record — used to list every occupied and unoccupied private dwelling, collective dwelling, agricultural operation and agricultural operator in the enumeration area. Its purposes are:

- ♦ to establish an address listing for control purposes
- ♦ to indicate the dwellings where the census representative must leave a Form 2B questionnaire
- ♦ to maintain a record of the census representative's work for the census commissioner to check

overcoverage — occurs when persons are counted in the census more than once, or when persons not in the census target population, such as fictitious persons or foreign visitors, are enumerated

undercoverage — occurs when a unit (person, household, family or dwelling) belonging to the universe covered by the census is not enumerated

enumeration area (EA) — a geographic unit; also the area covered by a census representative. Canada has been divided into 51,500 EAs. An EA usually has about 350 dwellings and could be one apartment building or an area of many square kilometres in rural areas.



Regional Processing

Regional processing census staff are responsible for the manual preparation and data entry of census questionnaires. In the processing phase, data from the questionnaires are captured, edited and coded into a machine-readable format.

In 1996, for the fourth time, Statistics Canada is again using Revenue Canada facilities and trained personnel to process census questionnaires.

Since the peak census workload coincides with the low point in

Revenue Canada's processing cycle, it is efficient and economical to use Revenue Canada's existing space, equipment and staff for the census. This arrangement will save Statistics Canada an estimated 35 million dollars.

To maintain security standards, Revenue Canada employees working with census material are required to take the same oath of secrecy as Statistics Canada employees.

All employees who handle the questionnaires are sworn to secrecy under the Statistics Act and become Statistics Canada employees during the time spent working on the census. Under this Act, anybody

who discloses personal information could face a fine of up to \$1,000 or a jail term of up to six months, or both.

Computer security procedures are in place to ensure that census data cannot be accessed by anyone other than authorized Statistics Canada employees. At Revenue Canada centres, areas used for the census are blocked off from other activities by temporary walls.

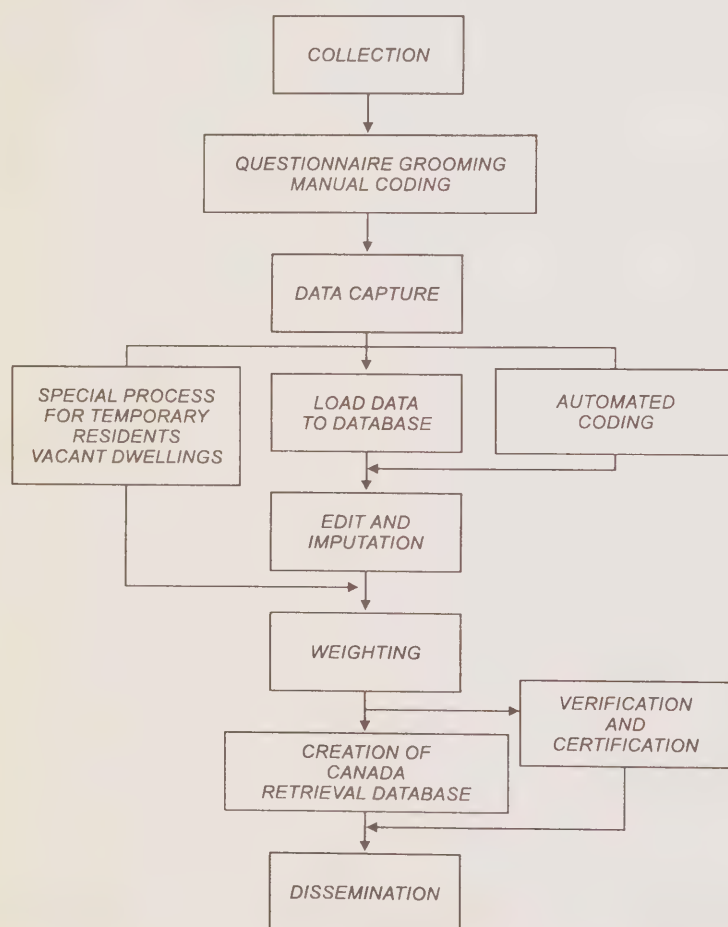
The regional processing phase of the 1996 Census will cover the 19-week period from mid-June to early November, 1996 and is being conducted in seven Regional Processing Centres, located in St. John's, Jonquière, Shawinigan, Ottawa, Sudbury, Winnipeg, and Surrey. This phase will employ approximately 1,900 people: 650 people for the pre-capture activities and 1,250 for data capture activities. Approximately four billion keystrokes will be entered.

Pre-capture Operations

During regional processing, the questionnaires are manually prepared for direct data entry. The following four operations are completed at the seven Revenue Canada centres:

- ♦ **Receipt and Registration** — This operation consists of two activities: registering the area covered by a census representative; and initiating and maintaining a bar coding control system to identify the progress of each enumeration area through the operations.
- ♦ **Economic Coding** — Write-in responses for economic questions (industry/occupation questions) are coded. This is the largest operation in pre-capture.
- ♦ **Sequencing, Labelling and Batching** — In this task, enumeration area batching control

CENSUS CYCLE



cards are created through the bar coding system, recording the number and types of questionnaires in an enumeration area.

- ♦ **Assembly and Shipping** — Questionnaires, visitation records and other materials are shipped to head office for processing.

Direct Data Entry

At Revenue Canada centres, direct data entry is subdivided into four stages:

- ♦ receiving and registering enumeration area boxes from the pre-capture operation
- ♦ keying in or capturing information from the census questionnaires and associated enumeration area batching control cards
- ♦ verifying the accuracy of data captured by the entry operator, selecting a sample of questionnaires that were already key-entered and capturing the information directly from the questionnaire a second time. Quality control is maintained by comparing the two sets of captured information.
- ♦ electronically transmitting captured data from the outlying

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Some examples of write-ins and eventual codes:

Citizenship	Argentina	Code 401
Place of Birth	Cambodia	Code 743
Ethnic Origin	Portuguese	Code 072
Indian Band/First Nation	Moose Factory	Code 299
Languages	Urdu	Code 069

Revenue Canada centres to cartridges in the main Revenue Canada centre in Ottawa.

The cartridges are transported by bonded carrier on a daily basis from the main Revenue Canada centre in Ottawa to Head Office Processing at Statistics Canada. Questionnaires are returned to the pre-capture operation where they are repacked in their enumeration area boxes for shipment to Statistics Canada's Head Office Processing.

Head Office Processing

Head Office Processing (HOP) receives, controls and stores questionnaires, visitation records and data cartridges. HOP is a combination of manual and automated processing, designed to carry out structural edits, and is responsible for preparing a data file of final population and dwelling counts for dissemination.

Operations consist of three stages:

- ♦ **Receipt, Registration and Storage** — Enumeration area data are received and registered as they arrive through an on-line system at head office. Captured data are checked for readability and errors, and back-up copies are made. The collective dwelling listing file, which documents all of Canada's collective dwellings, is also compiled at this stage.
- ♦ **Data Analysis** — Data are run through a series of automated

structural checks to ensure they meet quality standards. Inconsistencies are reviewed and corrected using a microcomputer-based application. Once the data have passed all checks, they are reformatted and passed to the automated coding, and edit and imputation operations.

- ♦ **Special Processing** — Several studies are processed during this operation. Their purpose is to ensure the correct enumeration of persons who reside outside Canada on Census Day (personnel aboard coastguard, navy and Canadian registry merchant ships, and diplomatic and military personnel). Other studies are also carried out to re-enumerate a sample of dwellings classified as unoccupied on Census Day and to estimate the population and household undercoverage and overcoverage in the 1996 Census.

Automated Coding

During automated coding, written responses that were alphabetically captured during the direct data entry operation are matched against an automated reference file/classification structure containing a series of words or phrases and corresponding numeric codes. Specially trained coders and experts view the unmatched responses (those that don't match the reference file/classification structure and didn't receive a code) and determine the appropriate numeric codes to be

assigned, and scan responses to other questions to help them assign the correct code. Written responses for the following questions on the long questionnaire undergo automated coding:

- ♦ relationship to person 1
- ♦ home language
- ♦ non-official languages
- ♦ mother tongue
- ♦ place of birth
- ♦ citizenship
- ♦ ethnic origin (ancestry)
- ♦ population group
- ♦ Indian band/First Nation
- ♦ place of residence 1 year ago
- ♦ place of residence 5 years ago
- ♦ major field of study
- ♦ place of work

Did you know...

- ♦ 21,000,000 write-ins are coded by 133 coders at Automated Coding; if the same operation were done manually in the same time frame, 850 coders would be required.
- ♦ If all write-ins processed during Automated Coding were entered on an adding machine tape, one after the other, the length of tape required would be equivalent to 120 times the height of the CN Tower.

Edit and Imputation

After the numeric head office processing data have been received from HOP and the coded data have been received from the Automated

Coding operation, the data are passed to the edit and imputation phase. The term "edit" generally refers to the detection of data problems (missing, invalid, inconsistent responses) and "imputation" refers to the correction of these problems.

The rules for the detection and resolution of problems are specified in the form of decision logic tables. These tables are provided by the various subject matter areas responsible for each variable (e.g. education, immigration, disability). Subject matter areas also review and confirm the quality of the edit and imputation actions after each processing step.

Three methods of imputation are used in this phase:

- ♦ deterministic assignment, where a value is assigned to the problem variable based on response patterns or other information found in the questionnaire
- ♦ Hot Deck assignment, where information is taken from a "clean" donor record which has characteristics similar to the "erroneous" record
- ♦ random assignment, where a random but logical value is assigned

When all variables have passed through their specific edit and imputation processing, the result is a census data base that is devoid of invalid, inconsistent and missing responses.

It is also at the edit and imputation stage that the data is weighted to compensate for over/undercoverage, thus ensuring that the data accurately represents the population, families, households and housing in Canada.

Weighting

Questions on age, sex, marital status, mother tongue and relationship to household reference person are asked of 100% of the population. However, the bulk of census information is acquired on a 20% sample basis. Weighting is used to project the information gathered from the 20% sample to the entire population.

The weighting method provides 100% representative estimates for the 20% data and maximizes the quality of sample estimates.

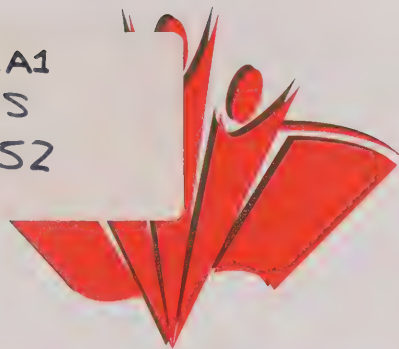
A simple weighting method would be to multiply all the units by five. However, a more sophisticated technique was introduced for the 1991 Census called Generalized Least Square Estimation Procedure (GLSEP). This procedure starts with initial weights equal to approximately five. These initial weights are then adjusted by as small an amount as possible so that various sample estimates (e.g., number of males, persons aged 15-19, owned dwellings etc.) agree with census population counts.

This is the last processing step in producing the final 1996 data bases which will provide the source of data for all publications, tabulations and custom products.

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Focus for the Future

CENSUS · RECENSEMENT

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Vol. 11, No. 1.

2001 CENSUS PUBLIC CONSULTATION

Preparing for the 2001 Census

The 2001 Census will be the first national enumeration of the population taken in the next millennium. To meet the country's information needs, Statistics Canada has embarked on an extensive public consultation program as the first step in a two-step operation to develop the 2001 census questionnaire content.

The next issue of *Focus for the Future* will examine the public consultation program for census geography. Future issues will cover the qualitative and quantitative research that goes into developing the questions and questionnaire design, including the testing of potential questions with focus groups and a national census test.

Part 1: The 2001 Census Consultation Guide

During the first part of the 2001 Census consultation process, Statistics Canada prepared a guide to help data users organize their ideas and suggestions. This guide is one of the primary vehicles to solicit user input for the upcoming census.

Each chapter of the *2001 Census Consultation Guide* focuses on a particular census variable (see box on variables for the 2001 Census). The text includes the relevant 1996 Census questions, reasons why the questions are asked, corresponding recent trends, a chart on historical availability of the questions, major social policy issues for the 21st century, points for discussion, alternative sources of data for the variable, and census definitions.

The guide is free-of-charge and has been mailed to major data users. Other users have been notified about the guide and printed copies are available upon request. An Internet version of the consultation guide is also available and can be found on the Statistics Canada Web site (www.statcan.ca) under **1996 Census**. A geography supplement, which provides additional information on census geography issues, is also available on the Web site.

The census and major social policy issues

Before each census, Statistics Canada asks data users and interested parties across the country for their views on the type and extent of information that should be available through the census database. The goal is to ensure that Statistics Canada takes account of emerging social and economic issues and, where appropriate, uses the census and post-censal surveys to shed light on them.

Various policy issues will influence the content of the 2001 Census questionnaire. For example:

- ♦ As the baby-boom generation ages, the demand for necessities such as medical services and housing will alter considerably (*age, sex and marital status questions*).
- ♦ Canada's policy of multiculturalism was initiated in 1970 and the federal legislation pertaining to employment equity was put in place in 1986; however, today there continues to be considerable debate regarding these policies and related programs (*immigration, citizenship and ethnicity questions*).



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- ♦ A detailed knowledge of the changing educational attributes of the population by geographic distribution is required to design and monitor cost-effective programs for upgrading the skills of people to help their transition to the new technology (*education questions*).
- ♦ The country is facing the challenge of how to prevent the growth of economic inequality and consequent polarization of Canadian society into "haves" and "have-nots" (*income, education and labour force questions*).
- ♦ The future of bilingualism in Canada in the 21st century will rest on many factors, including the continuation of interest among parents in second-language education of children, and the degree to which recent immigrants learn both official languages (*language questions*).

How is census content determined?

Census content is determined after a careful and balanced consideration of the following factors:

- ♦ **Government legislative and program data requirements.** The data requirements of many legislative programs can only be met by the census.
- ♦ **Strong data requirement.** There must be a national need for information that only the census can supply (such as for small geographic areas and specific subgroups of the population).
- ♦ **Maintenance of historical comparability and relevant content.** To track trends over time, historical continuity must be maintained. Equally, to provide current data on newly emerging issues, thematic and geographic content must be revised.
- ♦ **Response burden and respondent resistance.** The longer and more complex the census questionnaire, the more respondents will hesitate or refuse to complete it. If the questions are perceived as intrusive, too personal, or offensive, respondents will also refuse to answer them.
- ♦ **Cost Limitations.** For 2001, overall census costs must be consistent with the relevant cost per household of the 1991 and 1996 Censuses.
- ♦ **Testing of new questions.** Statistics Canada undertakes an extensive content-testing program to ensure the census questions produce the required

information. It is essential that respondents clearly understand the questions and are willing and able to respond to them in a manner that will yield accurate data. Qualitative testing as well as large sample surveys such as the National Census Test are used to determine the quality of information that would result from changes made to the questions and questionnaire design.

- ♦ **Census vs. surveys and administrative data sources.** When evaluating the need for a topic to be included in the census, all non-census data sources on the subject are investigated and evaluated. One of the important reasons for conducting a census is to obtain data for small geographic areas, such as a neighbourhood, or for sparse population groups, such as the very elderly or those who speak Macedonian or Chinese.

But not all topics are appropriate for a census because of the additional response burden or because the geographic areas need not be so precise. As well, some types of questions are best asked by a trained interviewer and this is only possible in a survey.

Statistics Canada has an extensive survey program that now includes a complement of important longitudinal surveys. These surveys provide a wealth of information on topics such as the health of Canadians (National Population and Health Survey), the condition of Canada's children (National Longitudinal

Variables being considered for the 2001 Census

- ♦ age, sex and marital status
- ♦ fertility
- ♦ family characteristics
- ♦ mobility
- ♦ citizenship and immigration
- ♦ ethno-cultural characteristics
- ♦ Aboriginal peoples
- ♦ religion
- ♦ language
- ♦ activity limitations
- ♦ education
- ♦ labour market activities
- ♦ place of work and mode of transportation
- ♦ household activities
- ♦ income
- ♦ housing and shelter costs

Survey of Children), and the dynamics of the labour market (Survey of Labour and Income Dynamics).

Longitudinal surveys such as these will enable users to critically examine transitions—for example, from schooling to the labour force—and the impact of training and unemployment on the labour market. They can also measure outcome. The census is not suitable for this type of data analysis.

Statistics Canada also conducts important household surveys. These surveys provide current information to policy planners on a broad range of complex topics, including volunteer work, time use, victimization, non-standard work and graduates.

Role of the Regional Offices

Staff from Statistics Canada's regional offices will coordinate contacts with the major census data users to facilitate the consultation meetings.

Who can participate in the consultation process?

Anyone can participate in the consultation process. The following are a few examples of data users who regularly participate in the census consultation process:

- ♦ all levels of government
- ♦ school boards
- ♦ the private sector
- ♦ associations and community groups
- ♦ academics
- ♦ consultants and researchers
- ♦ the general public
- ♦ advisory committees
- ♦ non-government associations

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Production: Elaine Brassard

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How can you participate in the consultation process?

There are several ways to participate in the 2001 Census questionnaire content:

- ♦ Write for a copy of the "2001 Census Consultation Guide and Geography Supplement" (see address at the end of this article), or download a copy from the Statistics Canada Internet site (www.statcan.ca under **1996 Census**).
- ♦ Write, fax or e-mail comments to the 2001 Census Content Manager (see address at the end of this article).
- ♦ Send content comments by March 31, 1998.

Part 2: The 2001 Census Consultation Report

The second part of the consultation process involves the documentation of information gathered from the public in the form of a report. All comments and submissions received by Statistics Canada are given serious consideration. Some will address issues and concepts beyond the scope of the questionnaire content such as response burden, privacy or confidentiality, or a substantive cost or logistic problem in collection.

Letters and written briefs from the consultation process will be documented in a report as a companion to the initial consultation guide. The report will be sent to all who participated in the consultation process.

Post-censal surveys

A post-censal survey is a survey that uses a census question to screen for its target population. It is usually conducted shortly after a census, with census staff and field infrastructure being used to select the sample and collect the data. Census data are used to augment the data collected in the post-censal survey questionnaire.

A post-censal survey has several advantages. It is an efficient means of collecting information on a segment of the Canadian population that is dispersed across the country. It also reduces overall response burden and is cost-effective.

Three post-censal surveys have been conducted in recent years. The first was the 1986 Health and Activity Limitation Survey. This survey was repeated following the 1991 Census of Population. The 1991 Aboriginal Peoples Survey was also conducted following the 1991 Census. Due to budget restrictions there were no post-censal surveys conducted following the 1996 Census.

Users wishing to indicate support or suggest topics for 2001 post-censal survey program were asked to do so in 1997. The next step consists of working with potential sponsors and key users to determine the specifics of the program and to secure funding, since all the post-censal survey will be conducted on a cost-recovery basis.

2001 Census content challenges

- ♦ satisfy information requirements
- ♦ maintain "plain language" questionnaires and guide
- ♦ review questions to ensure that the desired information is best collected from a census and not from other sources such as surveys or administrative data
- ♦ for every new question added an existing one must be dropped
- ♦ reduce response burden

The 1996 Public Consultation Program

In preparation for the 1996 Census, Statistics Canada undertook a comprehensive public consultation program. This involved contacting 990 organizations and holding over 70 meetings and two international conferences. The result was 167 written submissions and about 1,500 comments received, most of which were submitted in

writing. About 15 percent of these comments were a result of meetings.

Information on the census

Data users and interested parties who want more information on the census before submitting a letter or a written brief are encouraged to consult the following 1996 Census reference publications:

- ♦ The *1996 Census Handbook* contains a complete historical and operational overview of the census.
- ♦ The *1996 Census Dictionary* contains official definitions of all census terms and explanations for levels of census geography.
- ♦ The *1996 Census Catalogue* contains a summary of 1996 Census products and services available from the census database.

Milestones

♦ pre-consultation	autumn 1996
♦ Consultation Guide	winter 1997
♦ 2A test	May 1997
♦ first consultation	1997 to 1998
♦ qualitative testing	1997 to 1998
♦ National Census Test	September 1998
♦ second consultation	summer 1999
♦ content options	autumn 1999

Do you have a comment on the 2001 Census content?

Comments or proposals on the content of the 2001 Census should be submitted in writing to the following address:

Manager
2001 Census Content Determination Project
Statistics Canada
3-B4, Jean Talon Building
Tunney's Pasture
Ottawa, Ontario
K1A 0T6
Fax (613) 951-9300
e-mail: consultation2001@statcan.ca

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Focus for the Future

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Vol. 11, No. 2

2001 Census Geography Consultation

Editor's Note — This will be the last issue of *Focus for the Future* until mid-2000, when we will resume publication of the 2001 Census series. Future issues of this series will deal with 2001 Census questionnaire content, collection, processing, and products and services. Other special topics related to the census, such as post-censal surveys and census terminology, may also be included in the series.

Preparing for 2001 Census Geography

Geography forms the cornerstone of the census in that it defines the geographic areas used to collect, process and release census data. Census data are produced for a variety of geographic levels ranging from the country as a whole to individual communities and neighbourhoods.

The geographic areas defined in the census are classified as either standard or non-standard. Standard geographic areas have common definitions used across the country and are organized in a geographic hierarchy for the country.

Standard geographic areas are administrative or statistical. For the most part, administrative areas reflect those defined in provincial or federal statutes. The Agency defines statistical areas in co-operation with its data users in order to meet the requirements that are not addressed by the administrative areas.

In addition to the data released for standard geographic areas, clients can define non-standard areas, which incorporate their own boundaries, by requesting a custom tabulation.

2001 Standard Administrative Areas (generally defined by legislation or created for administrative purposes)

- ◆ provinces and territories
- ◆ federal electoral districts (FEDs)
- ◆ census divisions (CDs)
- ◆ census subdivisions (CSDs)
- ◆ designated places (DPLs)
- ◆ postal codes

2001 Standard Statistical Areas (defined by Statistics Canada)

- ◆ census metropolitan areas (CMAs)
- ◆ census agglomerations (CAs)
- ◆ urban area/rural area
- ◆ census tracts (CTs)
- ◆ economic regions (ERs)
- ◆ census consolidated subdivisions (CCSs)
- ◆ enumeration areas (EAs)
- ◆ census blocks
- ◆ dissemination areas
- ◆ metropolitan and agglomeration zones of influence and north/south classifications

How is Geography Content Determined?

Public consultation is key in identifying the geographic requirements of users and developing subsequent products and services.



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In the fall and winter of 1997-98, Statistics Canada asked data users and interested parties across Canada for their views on the type and extent of information that should be available through the census database. This included the geographic areas for which users needed data.

Why is Geography Consultation Important?

Identifying the geographic needs of users well before each census provides the Agency with the information needed to assess the costs and the benefits of making changes to census products and services.

In the same way that careful decisions must be made about which questions to include in the census, decisions must be made about the number of standard geographic areas created. When a new higher-level area is created, then the lower-level areas must be adjusted to fit.

The first consideration for a standard geographic area is whether or not it is required by law. For example, provinces and territories, federal electoral districts and census subdivisions are all legally defined and require population counts.

Some statistical areas (such as census metropolitan areas) are in high demand because a number of users link their organizational policies to statistical areas. Other areas (such as designated places) are required for administrative reasons to assist governments with the distribution of funds and services.

Another consideration when creating a standard area is national need. If a proposed geographic area is very specialized (for example, school zones or city wards), the requirement may be better met through a custom request.

Key Changes for 2001

All standard geographic areas were reviewed as part of the 2001 Census geography consultation process. In some cases changes were made, while in others the Agency maintained the status quo. The following are five of the key changes that have been approved.

1. Census Tracts

Background – Census tracts (CTs) are small neighbourhood-like geographic units created in communities with an urban-core population of over 50,000. CTs were first established for the 1941 Census. In addition to providing neighbourhood data, CTs are one of the most popular standard geographic areas for historical analysis because their boundaries tend to remain stable over time.

The boundaries of a census tract are initially determined by municipal planners in conjunction with Statistics Canada. Ideally, CTs have an average population of 4,000, reflect an area with similar economic and social conditions, have visible boundaries, and are as compact in shape as possible.

Issue – In censuses before 1996, a program existed to split a CT when its population exceeded 8,000. Due to funding limitations, this program was dropped for the 1996 Census, resulting in many large census tracts. Should CT splits be re-instated?

Recommendation – Users gave overwhelming support to re-instate the CT split program. In fact, this issue received more feedback than any other in the geography consultation process. As a result, CT splits will occur for 2001.

Impact – There are currently 400 CTs with a population greater than 8,000. By splitting these, planners will create new CTs that are comparable in size to other CTs and tend to have more homogeneous characteristics. Due to the numerical naming conventions used and because splits take place within old CT boundaries, it is simple to link the new CTs to those from the previous census and maintain historical comparability. As a result, there is no negative impact on census data products.

2. Census Subdivisions

Background – Census subdivision (CSD) is a general term applied to municipalities (as determined by provincial legislation) or their equivalent (for example, Indian reserves, unorganized territories). All parts of Canada

belong to a CSD. Census data are produced for all CSDs that existed as of January 1 of census year. CSDs are divided into 43 different types. These types are useful in distinguishing between CSDs with common names (for example, City of Cornwall versus Township of Cornwall).

Issue – Two issues relating to CSDs received a lot of attention during the consultation process. Participants' main concern was the increasing number of municipal amalgamations, which has resulted in the dissolution of many existing CSDs. For example, the creation of a new "super" Toronto meant the 1996 CSDs of Toronto, York, East York, Scarborough, North York and Etobicoke no longer existed. Users asked if data would be available for these "old" CSDs.

The second issue was the request to add a new type of CSD for British Columbia (Regional District Electoral Areas (RDEAs)) in place of the Subdivision of Regional Districts (SRDs) category.

Recommendation – Statistics Canada will retain on its database the municipal boundaries from the 1996 Census that have been dissolved since January 1, 1996. In addition, the request for Regional District Electoral Areas in B.C. will be met.

Impact – Users will be able to request custom tabulations for data on CSDs that have been dissolved since 1996. As a result, they will still be able to do historical analysis of comparable areas. B.C. data users will now have data for their RDEAs, which represent important planning areas.

3. Unincorporated Places

Background – An unincorporated place (UP) is a cluster of five or more dwellings, locally known by a specific name, but lacking legal limits or local government. Census representatives identified UPs during the collection phase, based on local knowledge. Population counts and locational information have been published for UPs for a number of censuses. However, for 1996, due to budget constraints, these data were not captured and were only available on a cost-recovery basis.

Issue – A number of provincial governments were concerned about the loss of UP data as a standard product and the cost of the custom tabulations. They requested the re-introduction of the UP program.

Recommendation – Due to the high cost of the UP program, an alternative approach has been proposed for 2001. Provincial representatives will be asked to identify any UPs for which they can provide visible boundaries. These will then be added to the geography database as part of the Designated Place program.

Impact – Better-quality and more-timely data will be available for the identified UPs. Once the boundaries are added to the database, reporting for these areas will be consistent over time. The boundary will no longer be subject to change from census to census based on the enumerator's interpretation of where the UP boundary was located. With this new approach, all data collected by the census are potentially available for these new designated places (DPLs), not just the population and dwelling counts, as was the case for the UPs. Census representatives will no longer be required to collect UP information.

4. Enumeration Areas and Dissemination Areas

Background – In the past, the enumeration area (EA) has served both collection and dissemination purposes. This has led to a negative reaction from data users because EAs change from census to census as a result of external factors and collection needs. Significant change to EA boundaries is predicted for 2001 because of the new Federal Electoral District limits and because of changes in collection methodology.

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Production: Elaine Brassard

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nation units that are not subject to data suppression and that have clearly visible boundaries. As a result, users strongly support the idea of separating collection and dissemination units.

Recommendation – With the creation of a new national geographic digital database, it will be economically possible for the first time to introduce a national census block program. If further testing of the block program proves successful, data will be collected and captured at the census block level. Blocks could be combined in one way to form enumeration areas for collection purposes and in another way to form dissemination areas for data release.

Impact – The creation of separate building blocks for data dissemination is seen as a major step towards greater stability and reduced cases of data suppression. (Attempts will be made to maintain some comparability of data to the 1996 EAs.)

5. Further Geographic Differentiation of Rural Canada

Background – Statistics Canada has been asked by a number of data users to take a leading role in further delineating the non-metropolitan areas of rural Canada. At the moment, there is no difference from a census geographic perspective between a rural area just outside a metropolitan area and one in a remote, northern location.

Issue – Do we need further geographic differentiation of rural Canada?

Recommendation – Two new concepts — metropolitan and agglomerated zones of influence, and north/south delineation features — will be added to the database for custom tabulations. The metropolitan and agglomerated zones of influence will be created and coded to census subdivisions (CSDs) that are outside the census metropolitan areas (CMAs) and census agglomerations (CAs) to indicate the level of influence (strong, moderate, weak, no influence) that the CMA/CA has on the non-metropolitan CSDs. This level of influence is based on the

percentage of the CSD resident labour force that works in the core CMAs/CAs. The north/south delineation will permit users to determine whether CSDs are considered to be north, south or in a transition zone between the two.

Impact – Users will be able to analyse the socioeconomic features of rural Canada to a more detailed degree.

How Will Users Understand the Changes to Census Geography?

The *2001 Census Geography Consultation Report*, available in the fall of 1998, provides more detail on the changes listed above and includes information on a number of other approved recommendations. It will be sent automatically to all users who made submissions to the 2001 Census Geography Consultation.

The report will also be available on the Statistics Canada's web site at www.statcan.ca or by contacting: Manager, 2001 Census Content Determination Project, Statistics Canada, 3-B4, Jean Talon Building, Tunney's Pasture, Ottawa, Ontario, K1A 0T6. Fax: (613) 951-9300; e-mail: consultation2001@statcan.ca.

For more information on census geography, consult *The 1996 Census Dictionary*. Questions can also be answered by contacting the Statistics Canada regional office in your area or through the GEO-Help number at (613) 951-3889. Free copies of the *Geography Supplement* to the *2001 Census Consultation Guide* are also available.

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